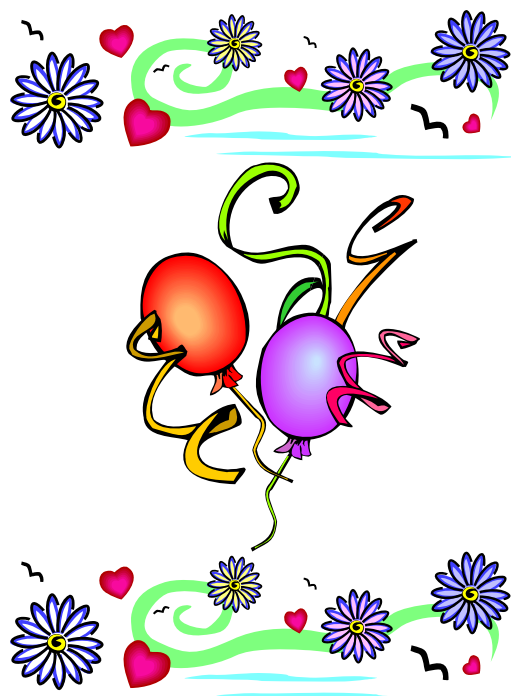


Celebrations and Promotions



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U.S. Department of Education and the
Kentucky Department of Education, Gene Wilhoit, Commissioner
School & Community Nutrition
500 Mero Street
Frankfort, KY 40601

Introduction

It is important to utilize special occasions and themes to market your program. It adds interest for students and can invite many positive reactions to your program - not to mention the fact that it's fun!

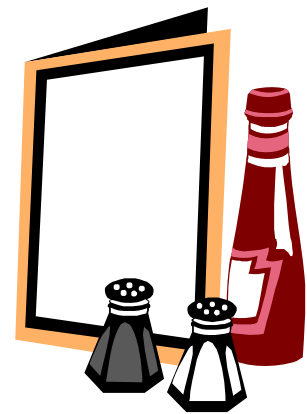
Promotion Tips

- Decide whether you will do a promotion for the day, a week or the entire month.
- Coordinate promotions to support other campus events, like sports activities, field trips, staff workshops, holidays, etc.
- Use themes that get your customer's attention.
- Publicize as much as possible and close enough to the promotion that your customers are aware of the event.
- As you start to merchandise your healthy school meals and decorate your school cafeteria, here are some suggestions to help you get started:
 - Use your school's colors.
 - Find out what the school mascot is and make it part of your cafeteria's name.
 - Place eye-catching items (posters, signs, menu boards, etc.) in and around your cafeteria.



Promotion Ideas from Around the State

- 6' Submarine sandwich for high schools;
- Happy birthday pencils;
- NCAA-Day stickers and prizes for the final four;
- Bag day in the park;
- "Eat Green Day" for St. Patrick's day (green mashed potatoes, green jello, green rolls, etc.);
- Go Cats Day - UK key chains, decals, caps, etc.;
- Lucky Tray Day at Christmas time;
- National School Breakfast Week - give out items during breakfast (pencils, crayons, markers, etc.);
- Name the Cafeteria promotion - prize to winner;
- Valentine's Day - eat a school lunch and get a free kiss (Hershey's of course);
- Dinosaur Day (pasta, tater tots, etc.);
- Reds opening day - baseball card prizes;
- Invite parents to visit the school during the week -- have information brochures available;
- National School Lunch Week - give out items during lunch (pencils, crayons, markers, etc.);
- T-Shirt day with students designs;
- Bumper sticker design by students;
- Invite local government officials to lunch. Assign students to accompany them and eat with them;
- Let students prepare and serve the menu;
- Give out samples at entrance to the cafeteria or at the beginning of the serving line. A costumed mascot can offer samples to students waiting in line;
- Kids love stickers! When they try new foods, reward students with a sticker;
- At the beginning of the school year, give a magnet to students to keep your menu on their refrigerator at home. Magnets featuring your logo help students and parents remember your program throughout the school year;
- Plan a word game that features healthy foods and give out pencils for students who choose to play;
- Promote nutritious school meals and reading at the same time! April is National Library Month!;
- Promote healthy exercise and eating habits by giving larger prizes. Promotional materials are available from the President's council on Physical Fitness and sports. Plan a frequent customer card program, where kids get their card stamped weekly after choosing a healthier food item. When their card is stamped completely, they receive a prize;
- Give older children a bag for "Trick or Treat" at Halloween. You can include a healthy treat in each bag. Also, use bags for health fairs, parent nights, etc.;



- Invite a professional athlete to dine with your students, or have a costumed mascot visit the cafeteria. A staff member or parent volunteer can wear the costume and give a pep talk to get students involved and excited about what's happening in their meal programs;
- Challenge elementary students to have a poster contest of healthy foods featured in the cafeteria. The winning class gets a private party in the cafeteria with tablecloth and decorations, and or course pizza;
- For big prizes, do a month-long promotion. Children will need a voucher card stamped every time they play;
- Put bag lunches in Halloween Treat bags;
- Poster contest for school breakfast. Judge themes on originality and illustration;
- Candid Camera Day: Students and parents are invited to shoot pictures of their cafeteria during serving hours. Judges award prizes for best pictures taken by students and best pictures taken by parents. The prize-winning pictures are displayed, and because pictures tend to be passed around, the program gets a lot of mileage from all the pictures submitted;
- Nutrition is Important Day - Ask Any Body!;
- Fruit of the Room Day. Each class chooses the fruit they preferred for the day. Cafeteria staff name themselves for different fruits such as Sunkist Orange, Georgia Peach, Dole Pineapple, California Raisin, and Chiquita Banana. They tried to resemble the fruit by wearing colored T-shirts and fruit hats the students made for them. Students can also supply the cafeteria staff nametags in the shape of their particular fruit. Students receive fruit coloring sheets and fruit bookmarks. Large fruit mobiles are hung from the ceiling and the cafeteria was decorated with different vitamins in fruits;
- Lunch at the Ritz - go fancy and have all the students dress their best.

Manager's Special Events/Promotions Check List

Special promotion techniques have always been a way to increase student participation in the school lunch program. In order for this type of promotion to be a success, use the following as a checklist.

Check	Action	Suggestions
	Decide on event and date.	Barbecue Day, Picnic in January, Special Student Day, Sports Day, Special birthdays, contests, Chinese New Year, Mardi Gras, and themes developed by your school district.
	Get permission from the administrator.	For any idea to succeed, it is necessary to have total school support. There are themes, which could also be incorporated into the total school schedule set by the administration and local board of education. The administration must also know and approve of asking special guests.
	Get assistance.	Ask the art department to design and make decorations, music department to select music, home economics to help plan menus, student council to decorate, and English department to aid in advertising.
	Plan menu, test recipes, determine cost, order food.	The menu should be selected only after recipes have been tested and costs considered. If a menu is too costly, substitute inexpensive items. Food service personnel would also be considered. Plan simple menus to serve before the day of the event and simple menus the day after the event.
	Prepare guest list.	Examples of special guests could include school staff/faculty, students such as French class or football team, local government officials, school officials, school volunteers, and senior citizens.
	Plan work schedules for extra work.	If simple menus are scheduled for a day or two before the event, food service staff could begin early preparation for those menu items to be served on the day of the event.
	Plan atmosphere.	Make the cafeteria come alive with your theme. Have food service staff dress in special costumes or colors. Use your imagination to decorate the serving line and cafeteria walls. Get posters from travel agencies, airlines or vendors. Work with the music department to select special music and students who would like to participate in some special activity.
	Enjoy the special event day.	

Manager's Promotion Planner Worksheet

Special promotion techniques have always been a way to increase student participation in the school lunch program. In order for this type of promotion to be a success, use the following as a checklist.

1.	Promotion Objective: Activity: Food Items:
2.	Promotion Date(s), Campus Events, Holidays:
3.	Target Group (circle one) Children Parents Administrators Teachers
4.	Promotion Theme Title (attention-getter):
5.	Publicity Print Word of Mouth Media
6.	Dress/Decorate/Merchandise:
7.	Incentives/Prizes:
8.	Who's Responsible:
9.	Cost/Expenses:
10.	Did the promotion accomplish it's objectives ___yes ___no Were items well received? ___yes ___no Was the student response ___poor ___satisfactory ___Excellent
11.	How did the staff respond?

Annual Marketing Calendar

	Theme	Food	Dates	Campus Events	Holidays
July					
August					
September					
October					
November					
December					
January					
February					
March					
April					
May					
June					

Annual Marketing Organizer

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Annual Marketing Organizer, Page 2

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The Mechanics of Bulletin Boards

It is not necessary to be an artist to prepare good bulletin boards. It is necessary to be alert to good designs and layouts. The bulletin board serves as a valuable means of communication for students, administrators and visitors. It serves as a continuous teacher, interprets class projects and school programs, and creates a learning atmosphere in the cafeteria.



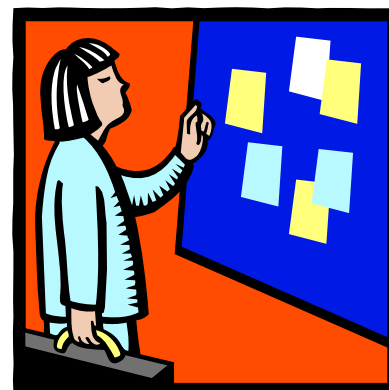
Bulletin Board Tips

- Bulletin boards should be located where they can be seen without effort either opposite the entrance or near the front of the room.
- Change the display frequently (about every five days).
- Emphasize only one major concept and use all parts to reinforce a theme or topic
- Plan lettering carefully so that it is large enough to be seen from the longest distance of the room.
- Make sure your bulletin board is appropriate to the theme (script of lightweight lettering for small children, flowers, poetry or delicate subjects).
- Use bold lettering to reinforce heavy or three-dimensional objects.
- Create a mood which reinforces the topic by thoughtful use of colors:

Warm, Angry or Exciting Colors (red, yellow and orange)

Cool, Calm Colors (green, blue and purple)

Special Holiday Colors (red and green for Christmas, red white and blue in July, orange for autumn, etc.)



- Use meaningful textures: Metallic paper for reflective surface or liquid quality; heavy texture for strength, contrast, dimension, or sound; and light texture for contrast or emphasis. Other items that can be used as a background are wire, burlap, sandpaper, upholstery, sheets, butcher or wrapping paper, corrugated paper, crepe paper, wallpaper, construction paper, and more.
- Use lines to be expressive: bold, thick lines for strength; thin lines for delicacy or weakness; wiggly lines for rhythm, sound or movement.
- Use shapes that complement each other.
- Make the display relevant to the intended audience (elementary students, secondary students, etc.)
- The subject should be simple and direct and within the understanding of the audience. If it must be explained, it is too difficult.
- Give consideration to disabled and/or handicapped students.
- Attract attention with eye-appealing techniques (light on dark, warm or cool, etc.)
- Ask questions and use witty sayings.
- Incorporate three-dimensional devices into your display, such as shelves, frames and real objects.
- Use normal arrangements sequences and follow them through the display (left to right, top to bottom, diagonal).
- Gimmicks should not be relied on as the only means of directing eye movement, but can be incorporated into an effective display (arrows, strings, pointing fingers, etc.)
- Never use more than three colors. This keeps your display from being too overwhelming.
- Use no more than seven words in the title of your display.

Organizing and Preparing Materials for a Bulletin Board

Organizing and preparing materials for display is probably the most time-consuming part of creating bulletin boards. Staying alert to collecting and preparing materials before they are needed can eliminate wasted time. Using an organized filing system makes collecting, sorting and storing materials easier. Preparation of materials can be a continuous side project, and can involve students who have free time.

1. Organize materials in cabinets or boxes using a labeled filing system of display materials, background materials, three-dimensional materials, attaching materials, lettering, etc.)

2. Collect materials for present and future needs. You can periodically assign responsibilities to students and be alert to useable materials from magazines, newspapers, books, maps, art prints, drawings, fabrics, greeting cards, gift wrapping, boxes, 3-D objects, coloring books, comic books, etc.)
3. If possible, laminate supplies to ensure that you will be able to wipe and reuse them.
4. Lettering can be done using felt tip markers, ink and lettering pens, cutouts, rub-on letters, cardboard stencils, etc.
5. Attaching devices should be considered carefully as some can render your display items unusable in the future (straight pins, staples, T-pins, tacks, double-faced sticky tape, eye screws, rope, cord, string, etc.)

The following categories serve effectively for easy filing and retrieval. The subject areas can be broken down even further. For instance, Sports has only two sub-headings, Individual and Events; Individual Sports can be divided into tennis, swimming, golf, etc., with a cross-reference for events involving these sports. Sports Events can be broken into team events and individual events. Team events can be divided into different types of team events such as baseball, football, hockey, etc. All other categories can, likewise, be subdivided into many sub-headings.

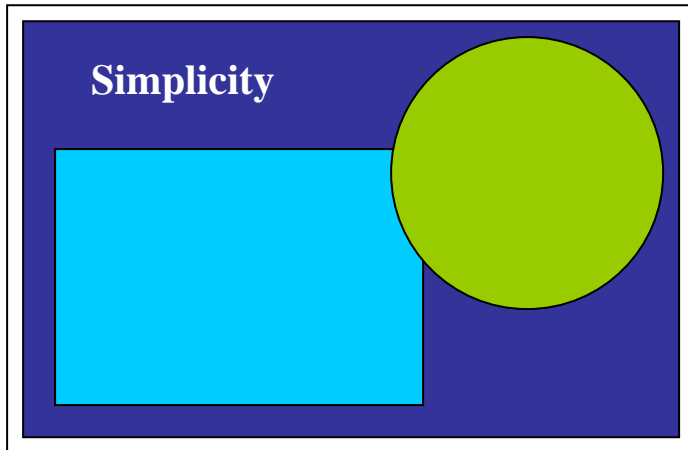
Major Categories	
Art	artist, cartoons, color, composition, crafts, drawing, illustration, technical, lettering, oil, pen and ink, portraits, pottery, reproductions, water-color,
Animals	birds, domestic, fish, horses, insects, reptiles, wild, zoo
Costume	women's fashions, men's fashions, children's fashions, period, military, royalty, stage, special groups
Entertainment	circus, dancing, music, parties, parades, restaurants, television and radio, theatre
Foreign	Asia, Africa, Artic, Australia, Europe, islands, Central America, South America, North America
Housing	exterior, interior, furnishings
Industry	farming, industrial, stores, offices
Miscellaneous	church, communications, containers, disasters, fabrics, foods, government, maps, holidays, mechanical devices, occupational, America, schools, street scenes, tools, toys, special events, special activities, flags
Nature	gardens, flowers, trees, snow, water, sunshine
People	children, men, women, special groups
Science	anthropology, biological, laboratory, medical, physical space
Sports	individual, events
Transportation	aircraft, automobiles, boats, public, railroad, trucks, military

Principles of Bulletin Board Design

The principles of design are:

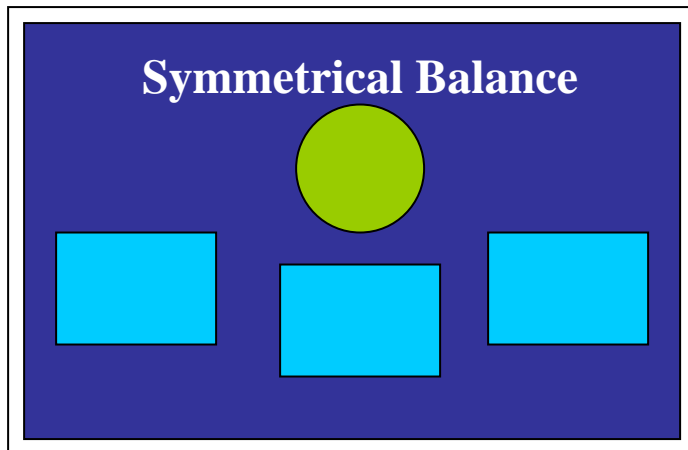
- Simplicity
- Unity
- Balance
- Emphasis
- Rhythm

In the sample design below, we use three cool colors to represent a calm mood. The use of only two shapes reinforces the simplicity and, in turn, the calm mood. The asymmetrical balance creates an interest by contrasting two shapes; it could just as easily be textures. The two overlap and create unity.



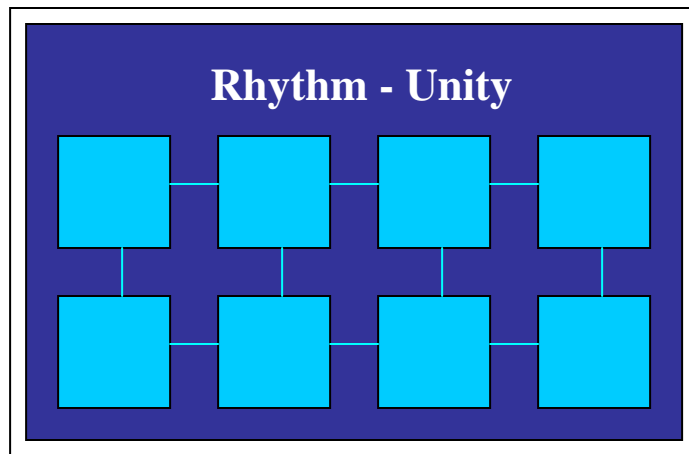
In some cases overlapping is not the best way to create unity; for instance, it may not be possible to overlap three-dimensional objects. In that case, the treatment of the area behind the three-dimensional objects may be the key to unity.

The illustration below is an example of balance, unity and emphasis. In this symmetrically balanced design, unity is achieved by the lines, which hold the shapes together. The circle, which is in contrast to the angular shapes, serves both as unity and emphasis.



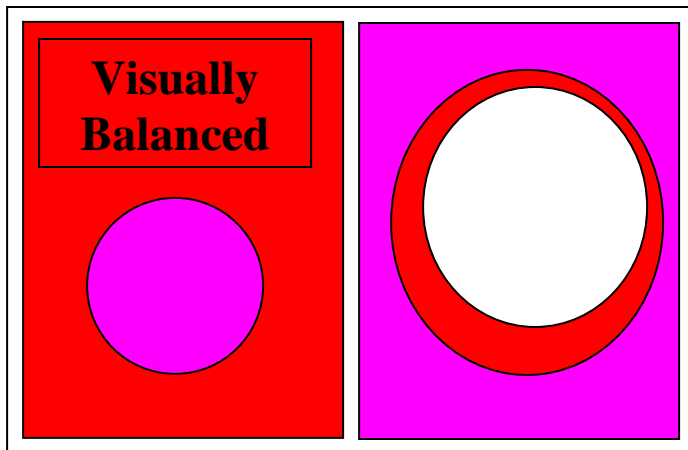
Again, remember that these examples are to serve as illustrations of the design principles and not to serve as locked-in patterns to be followed. A bulletin board arrangement of three-dimensional objects can utilize these same principles of design and be just as effective visually as this stylized design.

This example is a good illustration of rhythm and unity; it also illustrates balance and simplicity. This simple symmetrically balanced design is created by a rhythmic pattern of shapes which becomes almost monotonous. The shapes alone will hold the design together, but the lines behind the shapes create their own pattern of shapes and all serve to unify the design. special color or texture treatment for any one of the shapes could create emphasis. This same treatment could be used on a bulletin board to hold together a series of unrelated objects or pictures. The rhythmic shapes can become a pattern of colors, shapes or an additional display area.



As stated earlier, this and the other designs are merely examples to explain the elements of design and not intended as the only possibility for those elements.

This design provides an illustration of the principles of balance and unity. The asymmetrically balanced design uses negative and positive space as unity; for instance, the colors are reversed and create eye movement from side to side. Emphasis is given to the larger shape on the left by special treatment of the reversed color and visually balances the right side of the design against the heavier left side.



Here are some examples of captions, which attract attention on bulletin boards:

- Don't get caught...
- Be wise...
- Something to crow about...
- Hang in there...
- Are you in the spirit?
- Watch your grades...
- Listen up...

Celebrate the School Year

August	Fall Fling
September	Back to School Constitution Day (September 17) World Peace Day (September 19) Johnny Appleseed's Birthday (September 26) Italian Festival
October	National School Lunch Week World Food Day (October 16) United Nation's Day (October 24) Halloween (October 31) Monster Day National Apple Month
November	National Sandwich Day (November 13) Sadie Hawkins Day (November 6) Veterans Day (November 11) Election Day Mickey Mouse's Birthday Oriental Day
December	Hanukkah St. Nicholas Day (December 6) Boston Tea(m) Party (December 16) 12 Days of Christmas First Day of Winter
January	New Year Celebration Barbecue Day Super Bowl Day Trivia Day American Space Exploration Anniversary (January 31) Chinese New Year
February	Freedom's Dream Day Abraham Lincoln's Birthday (February 12) Valentine's Day George Washington's Birthday (February 22) American Heart Month All Systems Go - planet, outer space, meteors, stars, galaxy promotions
March	National Nutrition Month St. Patrick's Day (March 17) National Agriculture Day National Peanut Month All You Can Eat Spaghetti Feast Coupon Day - feature a coupon with the menu on the back and provide a reward for coupon use
April	First Day of Spring April Fool's Day World Health Day Easter Passover Academy Awards Earth Day
May	May Day (May 1) Kentucky Derby Mother's Day - Muffins for Mom breakfast promotion Memorial Day National Barbeque Month
June	Frontier Day or Pioneer Day Backwards Day - serve breakfast for lunch and lunch for breakfast (must meet requirements) Teddy Bear Picnic South of the Border Fiesta Clown Day Computer Day (use bits, bytes, and other high-tech words in the menu) Let's Get Physical Day Father's Day - Donuts for Dad promotion
July	All-American Day (hot dog, French fries, apple pie) Jungle Book Day

Sample Bookmarks

**Kick-off to
Health Every
Day**



**Eat
Breakfast at
School!**

**Jump-start
Your Day
with
Breakfast!**

**Eat
Breakfast at
School!**



**Meet Your 5-
a-Day Goal
Every Day!**

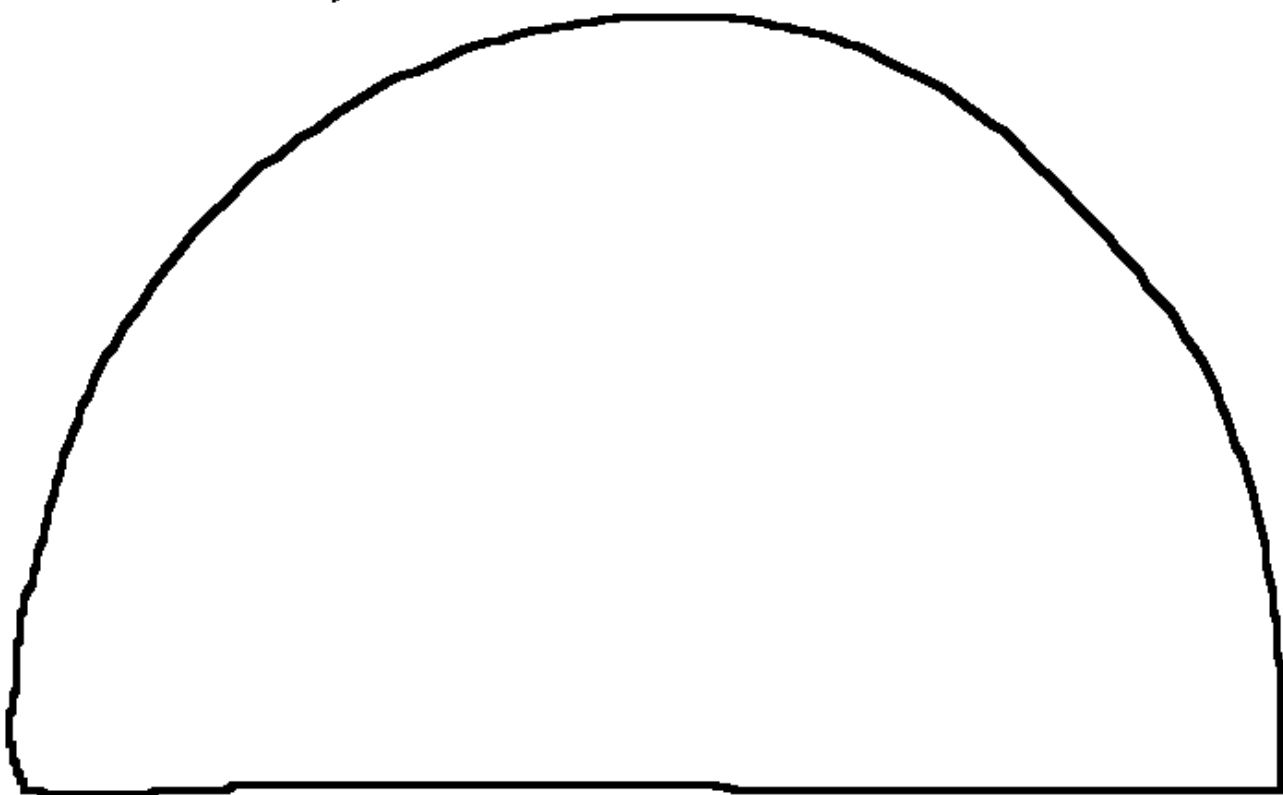
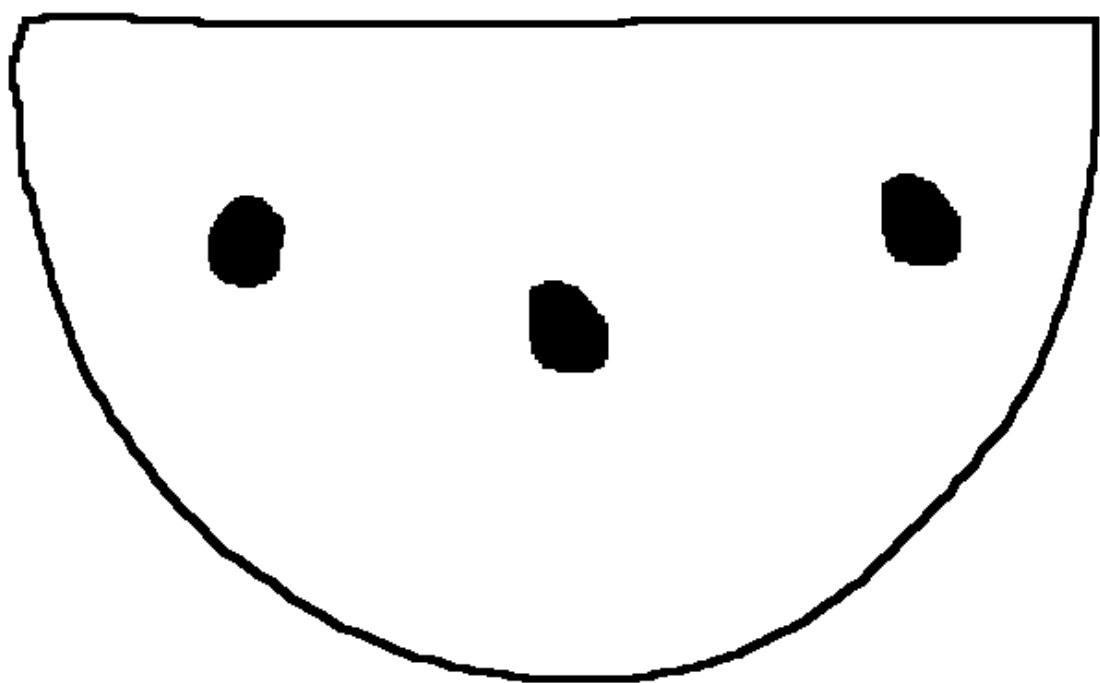


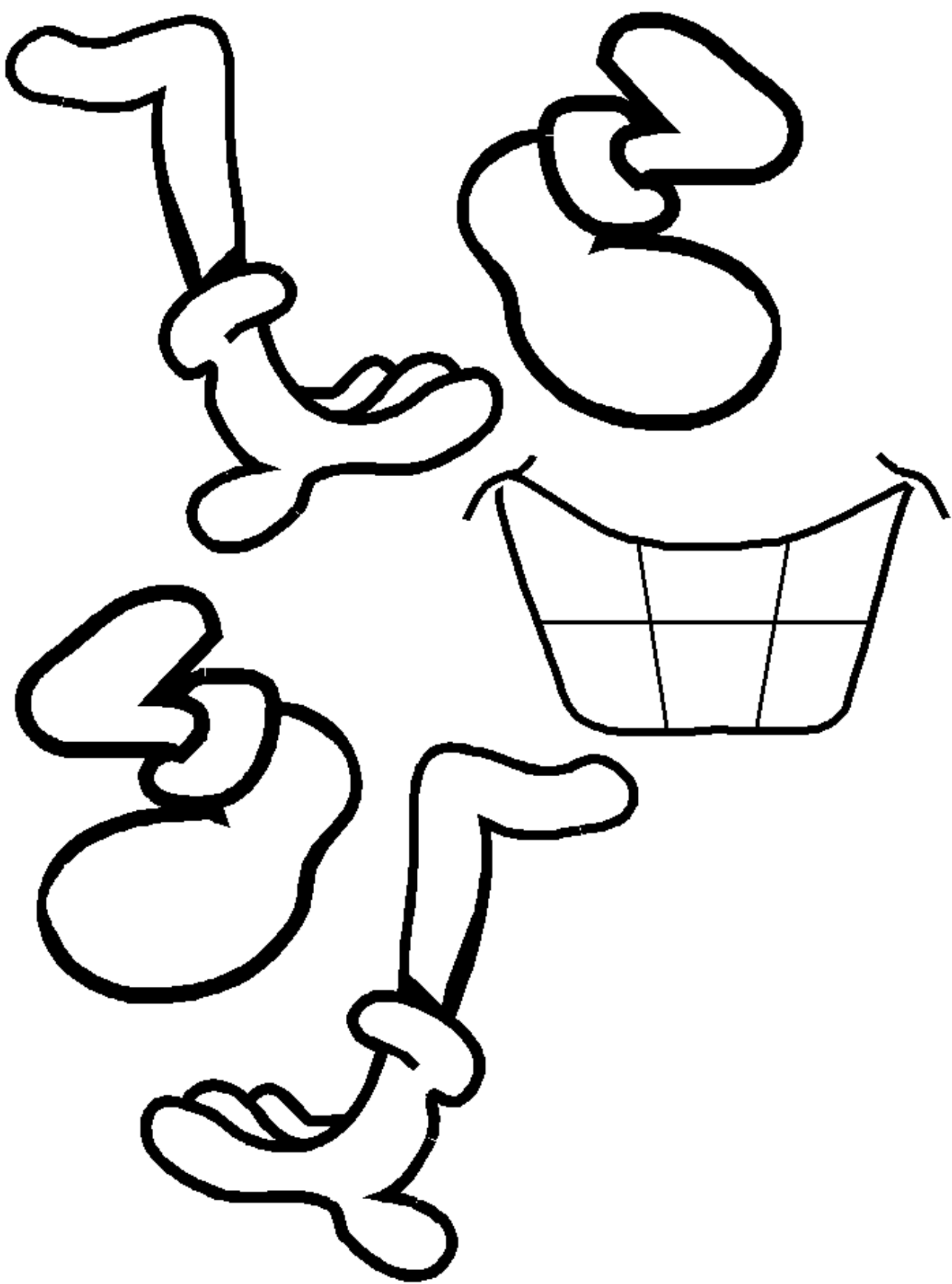
**School
Lunch Can
Help!**

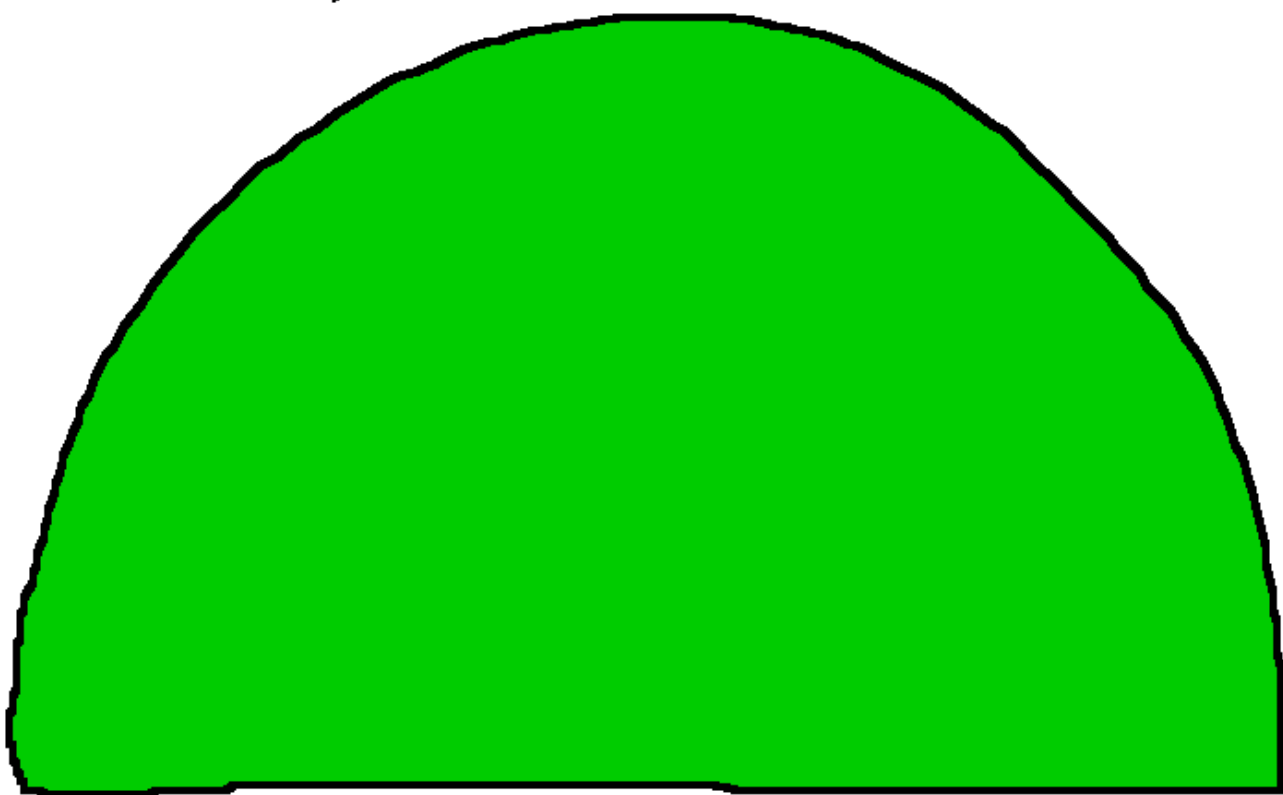
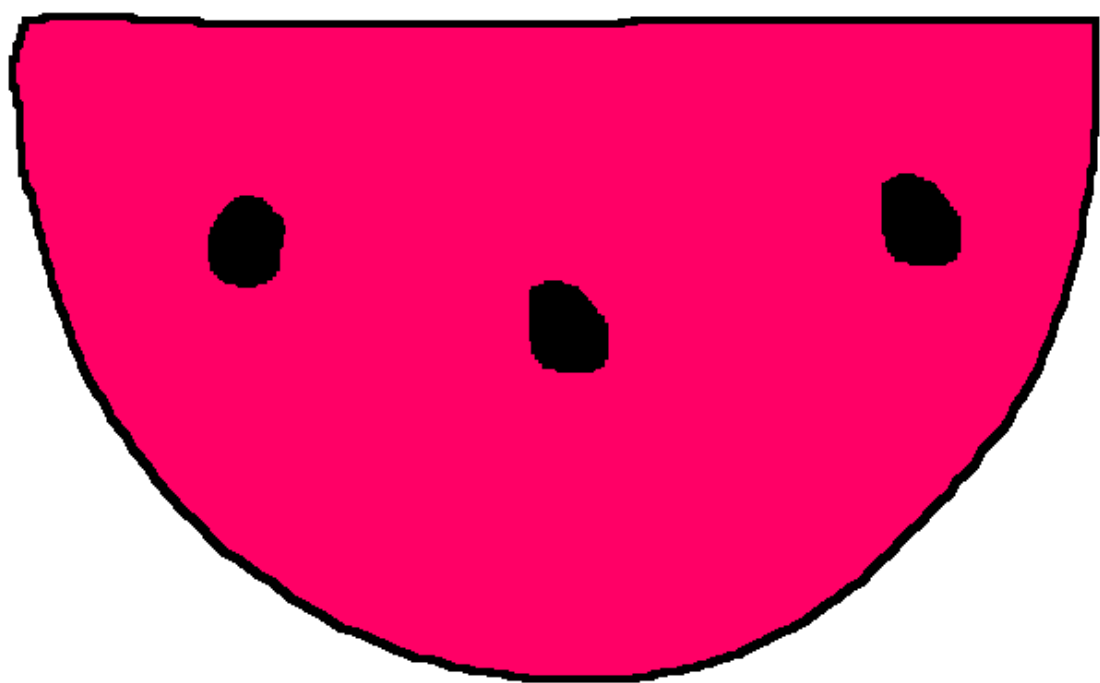
**Exercise
Your Mind
AND Your
Body!**

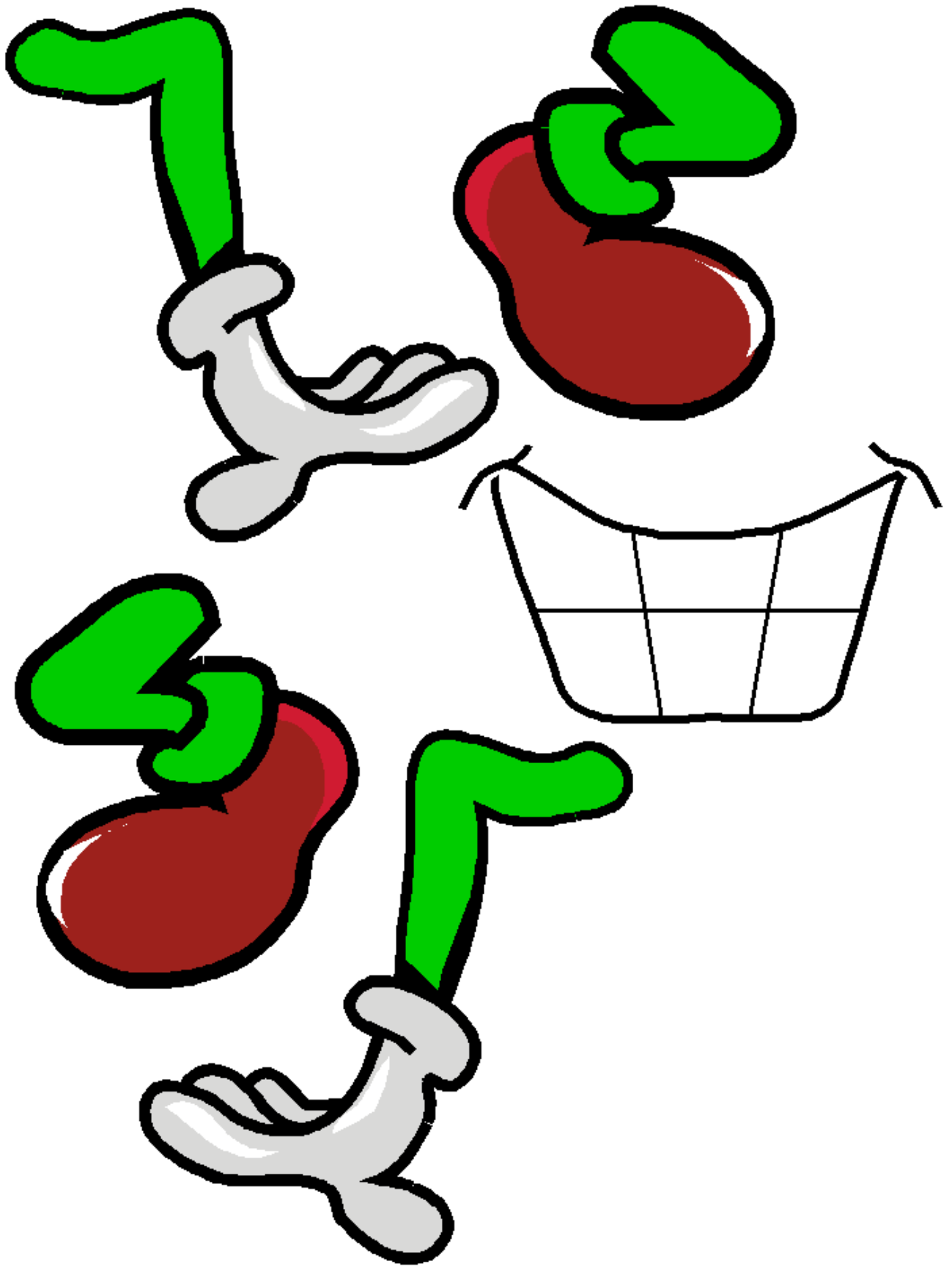
**Read Every
Day and Eat
a Good
Breakfast!**





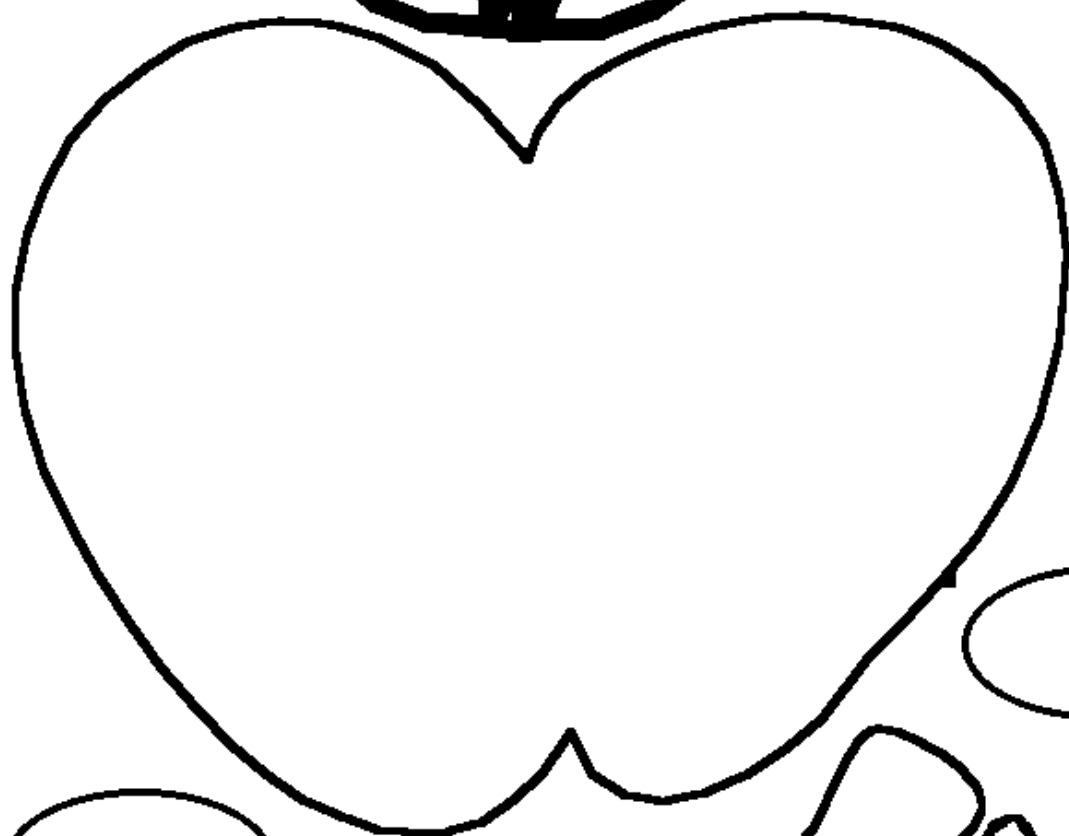




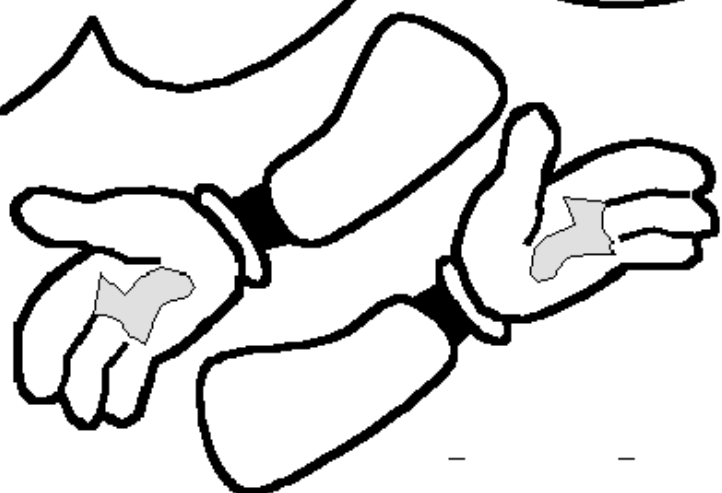


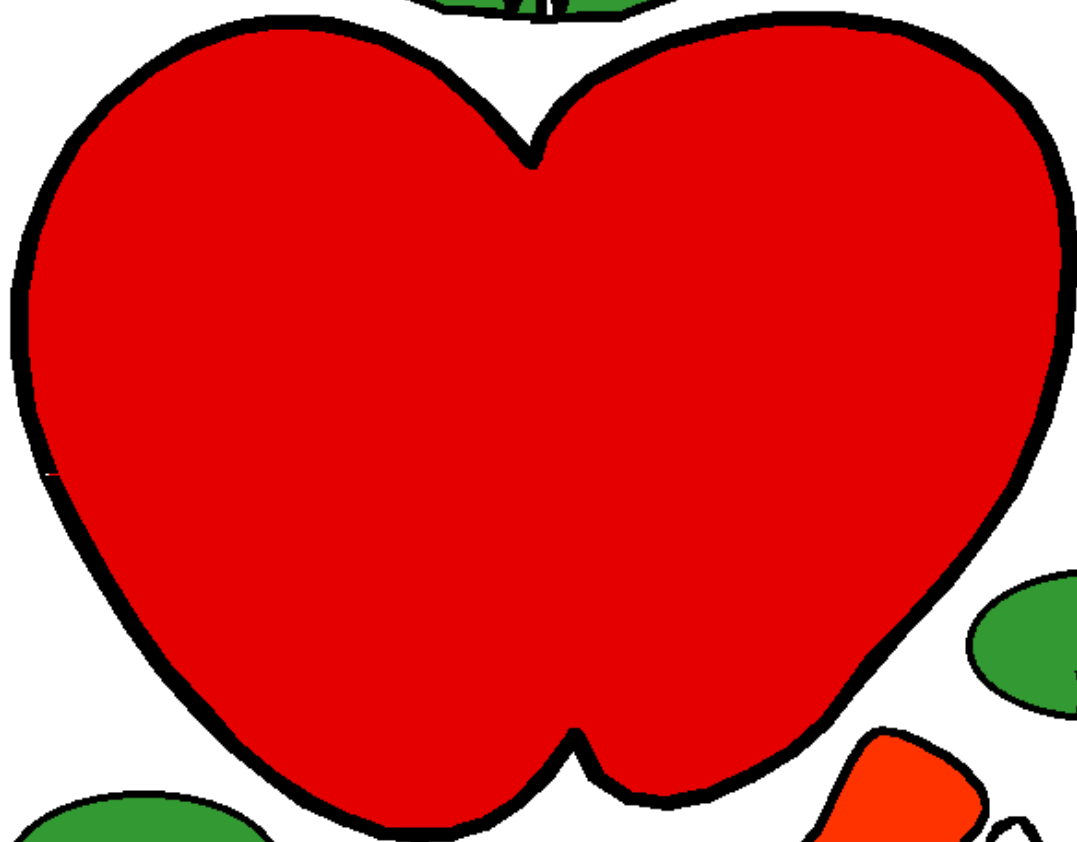






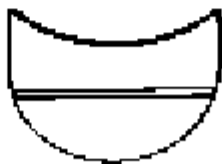
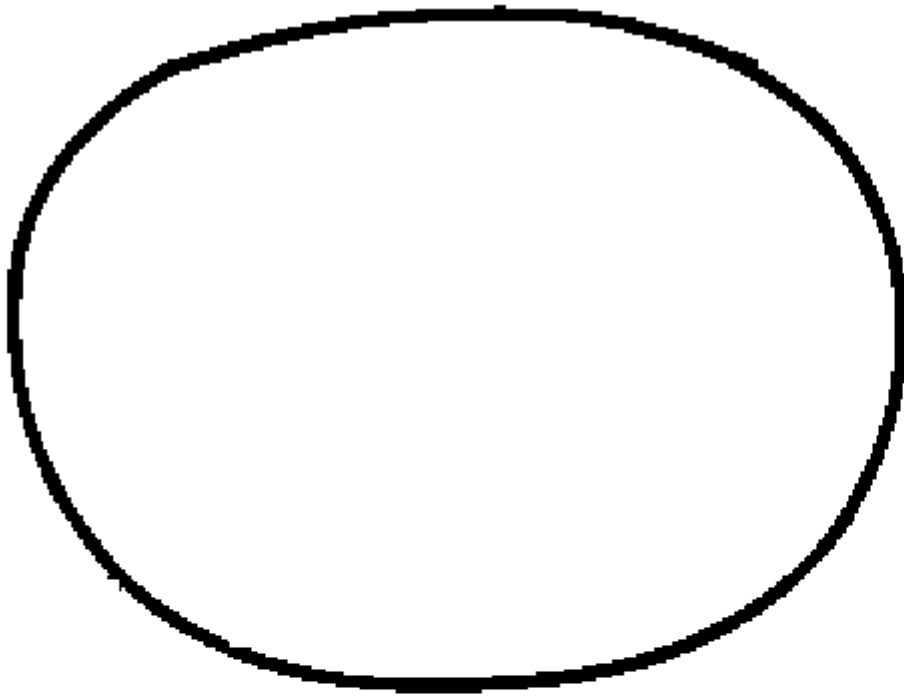
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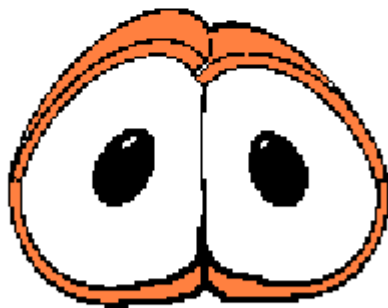
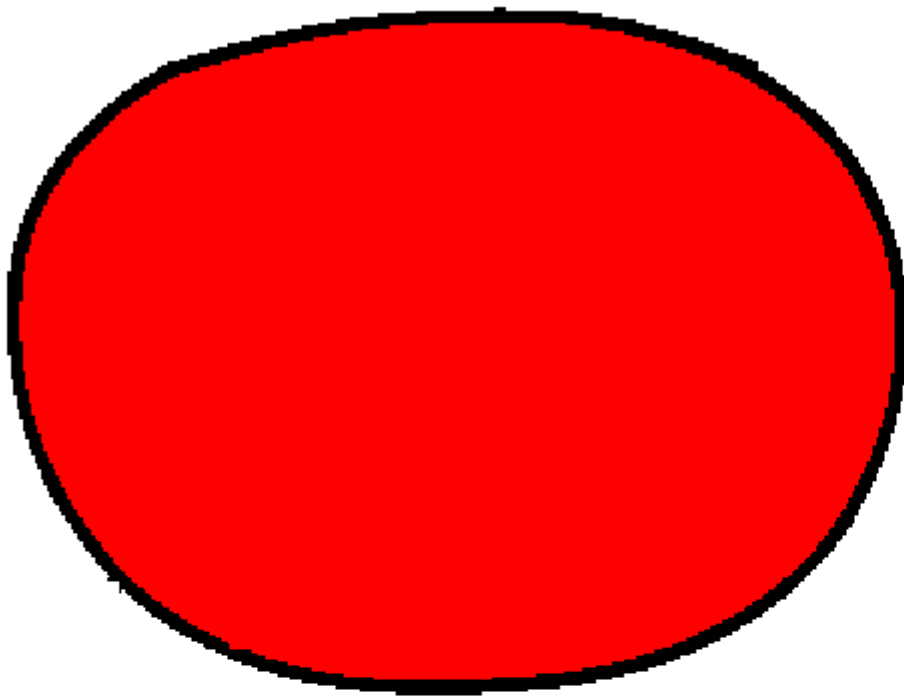


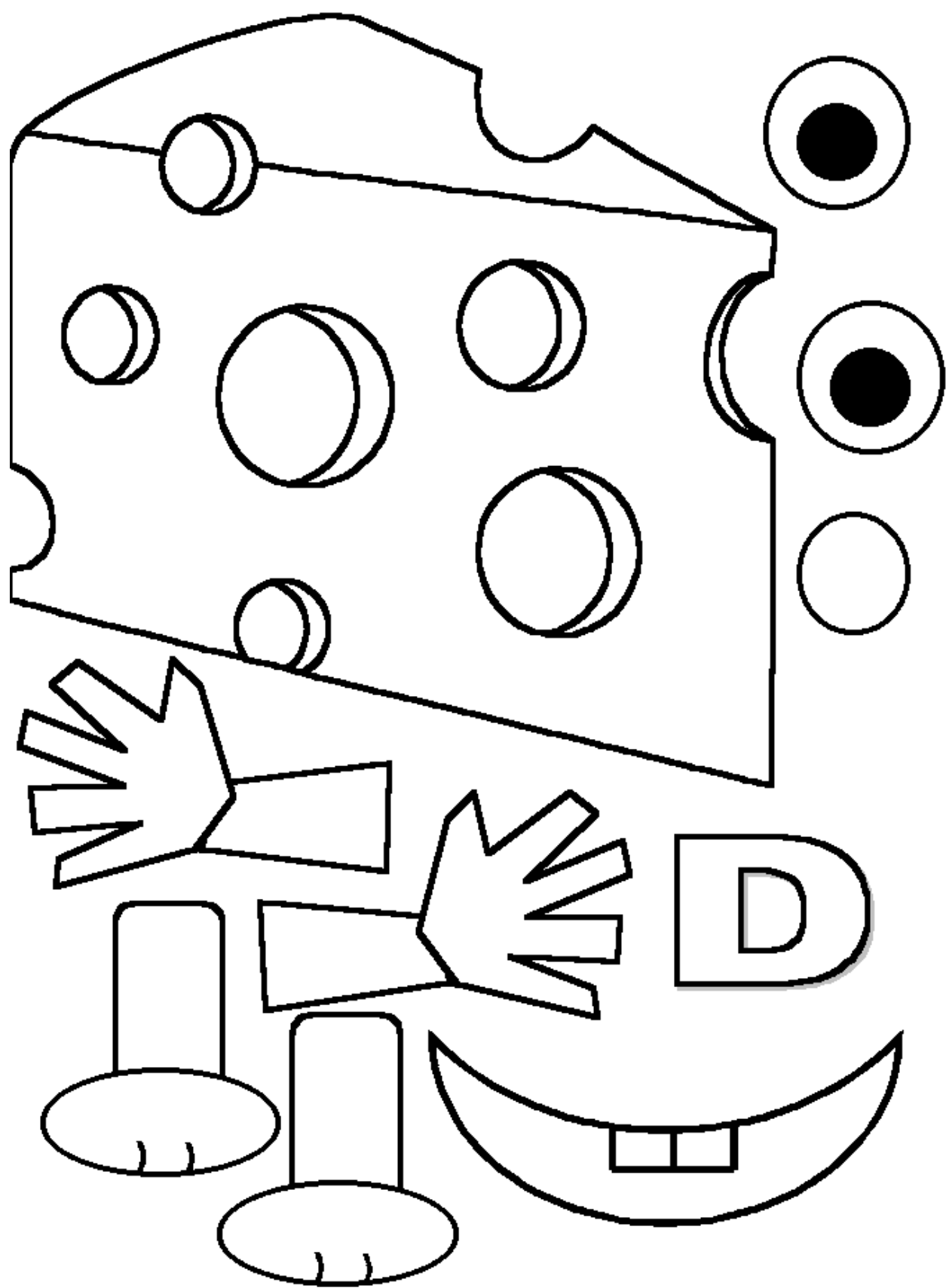


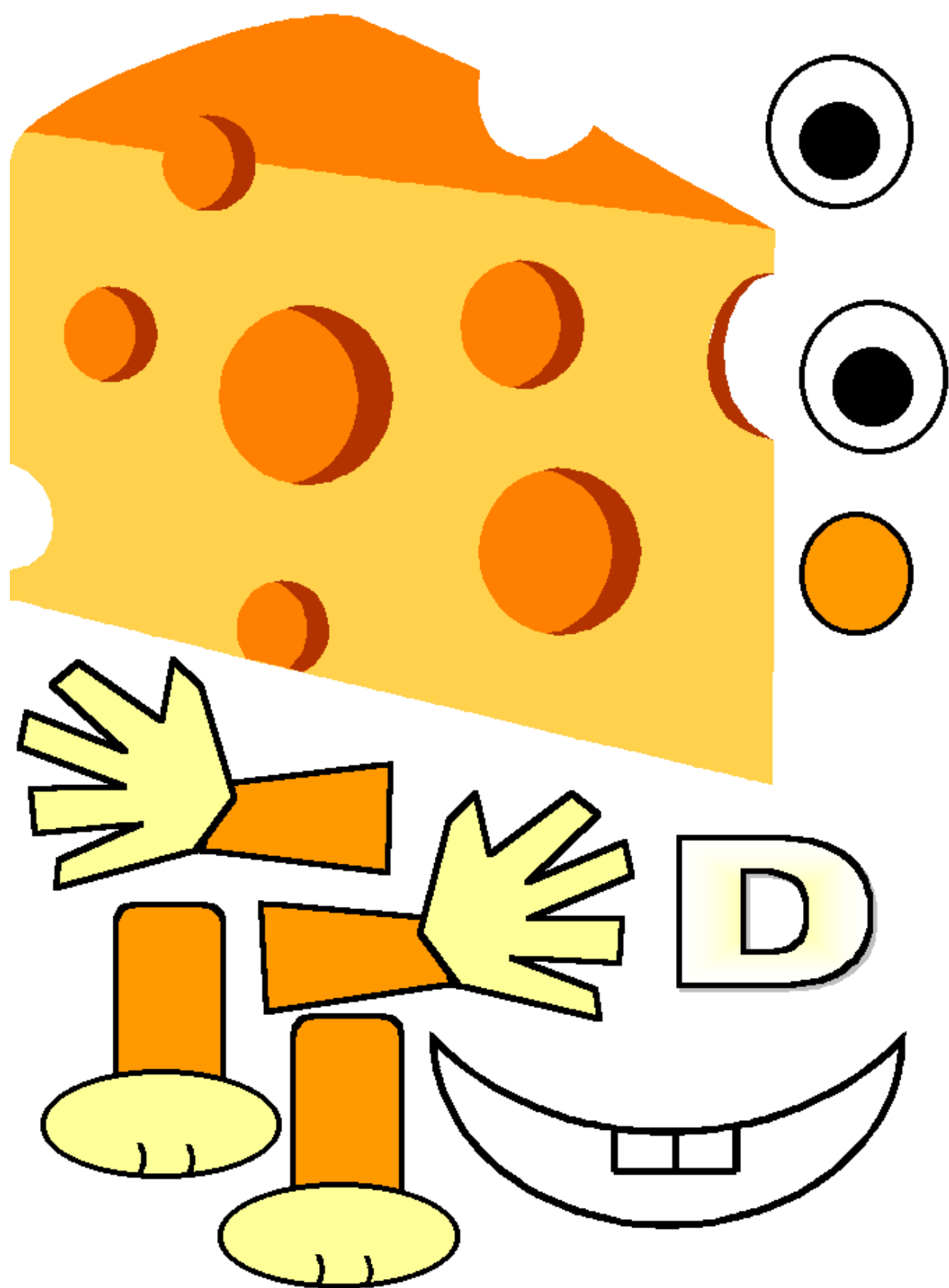
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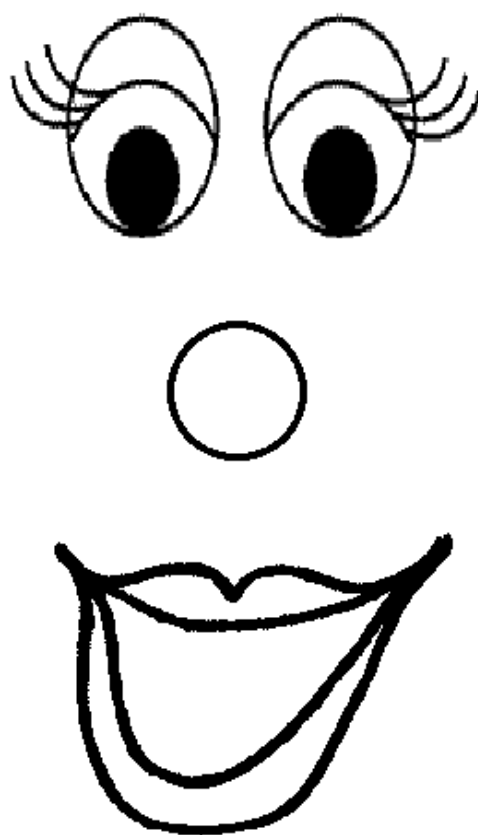


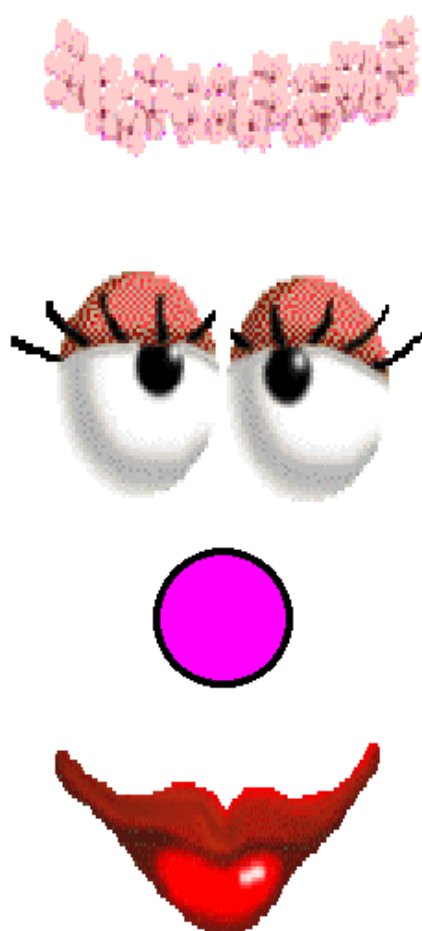
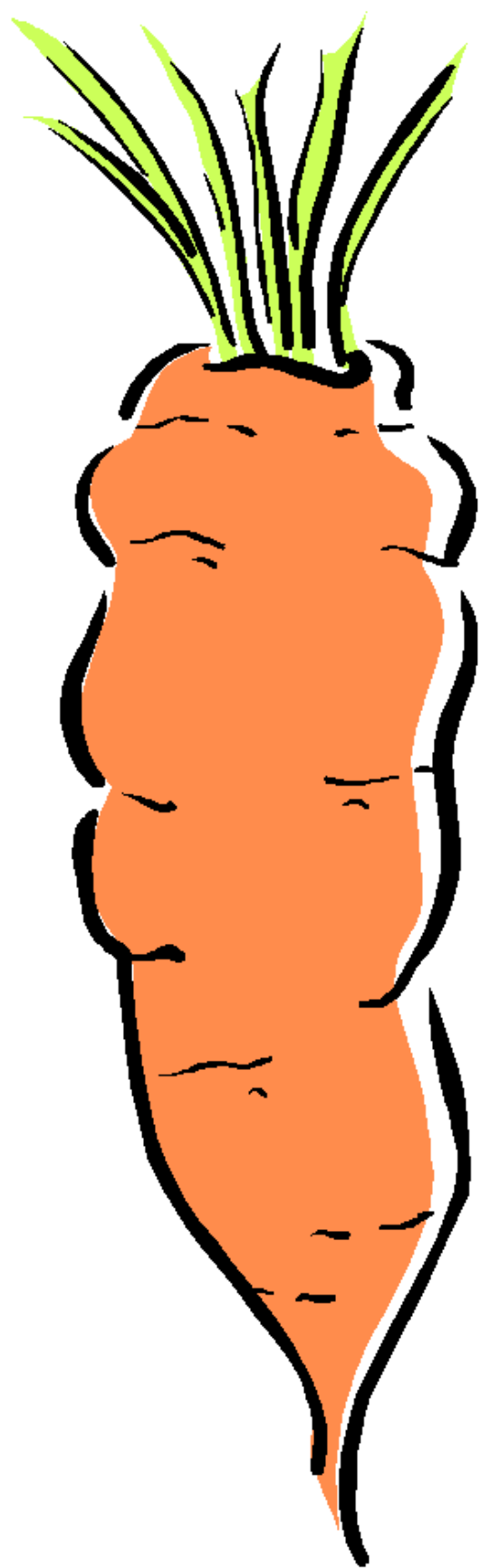


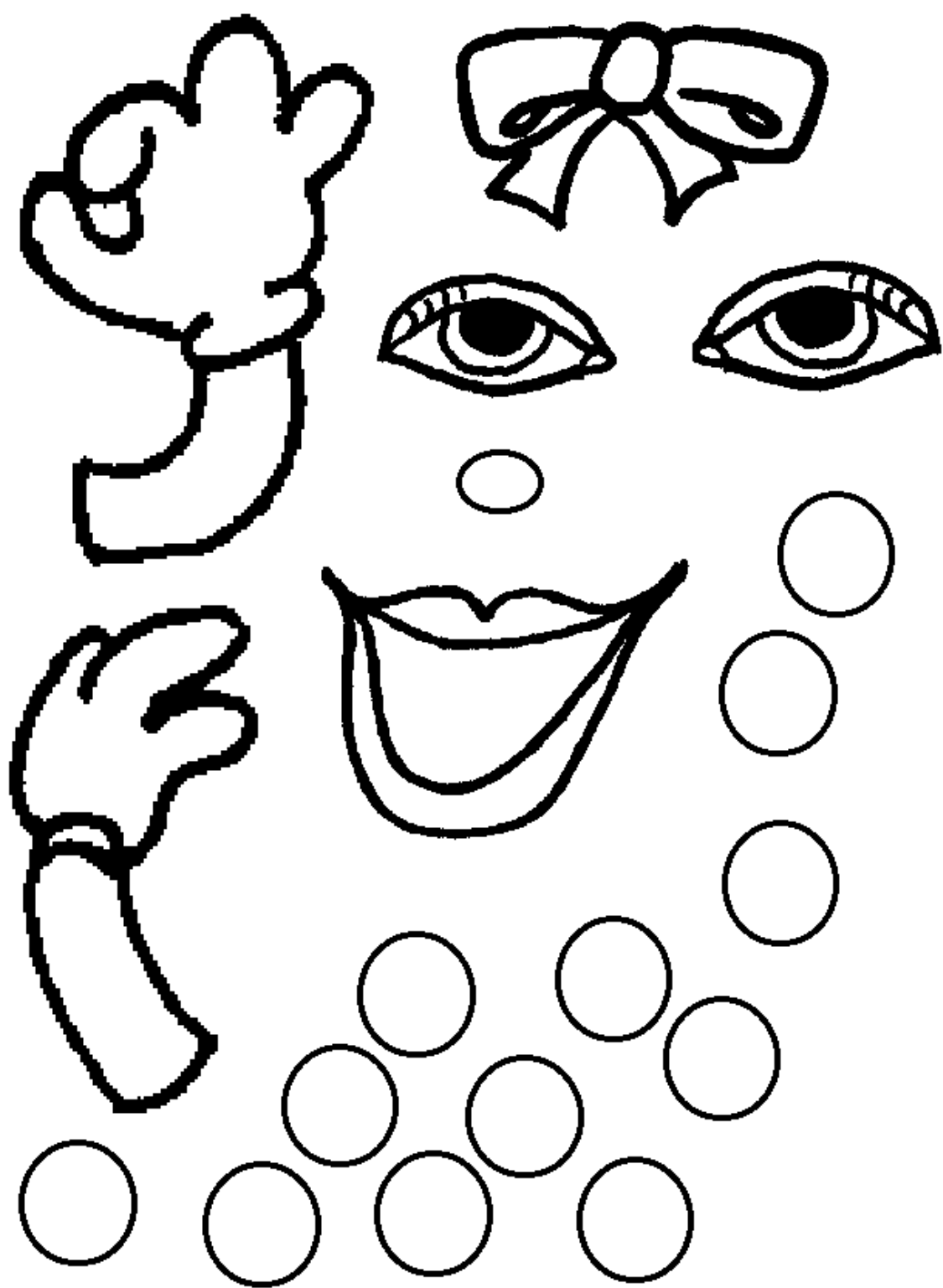


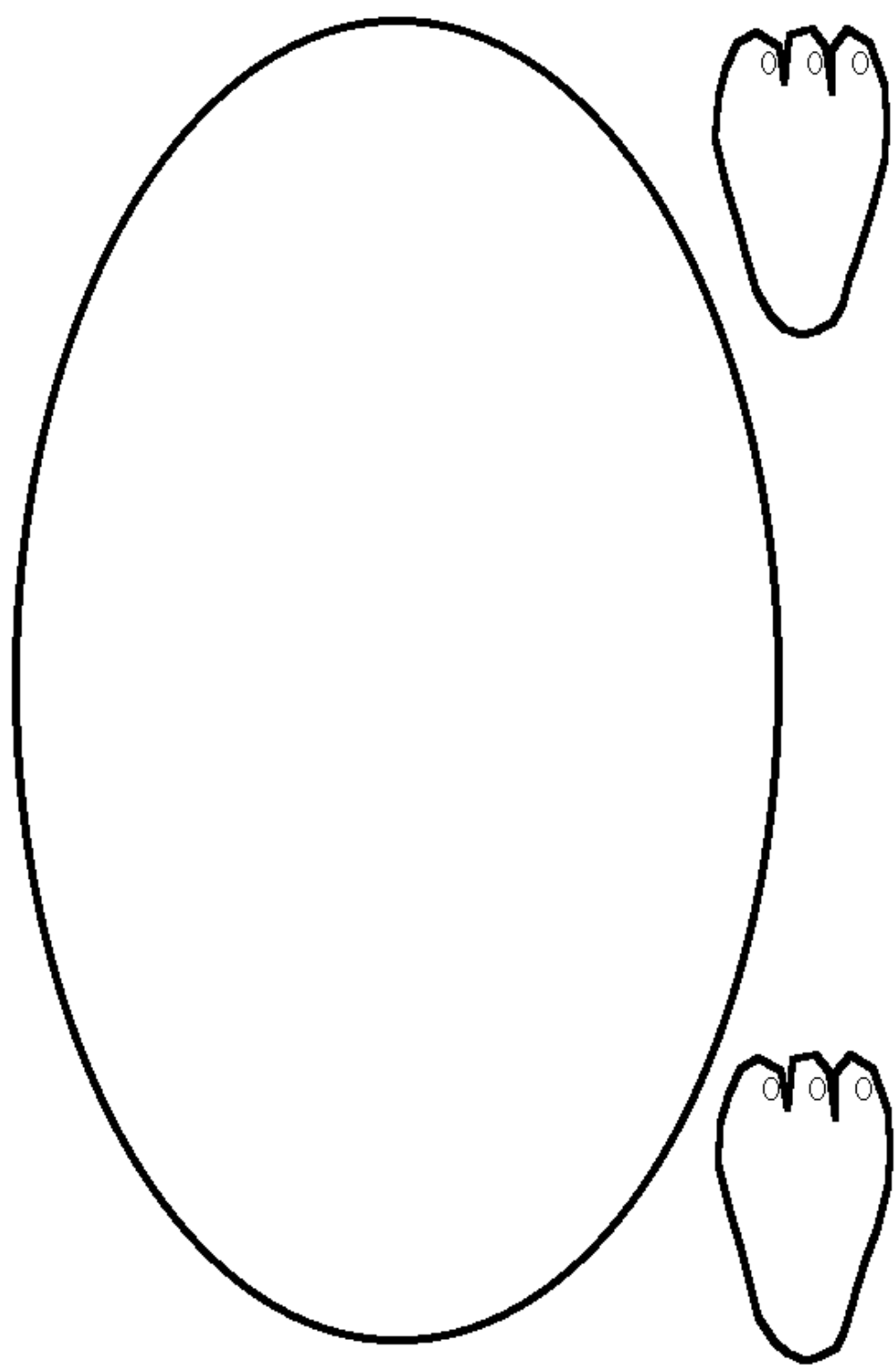


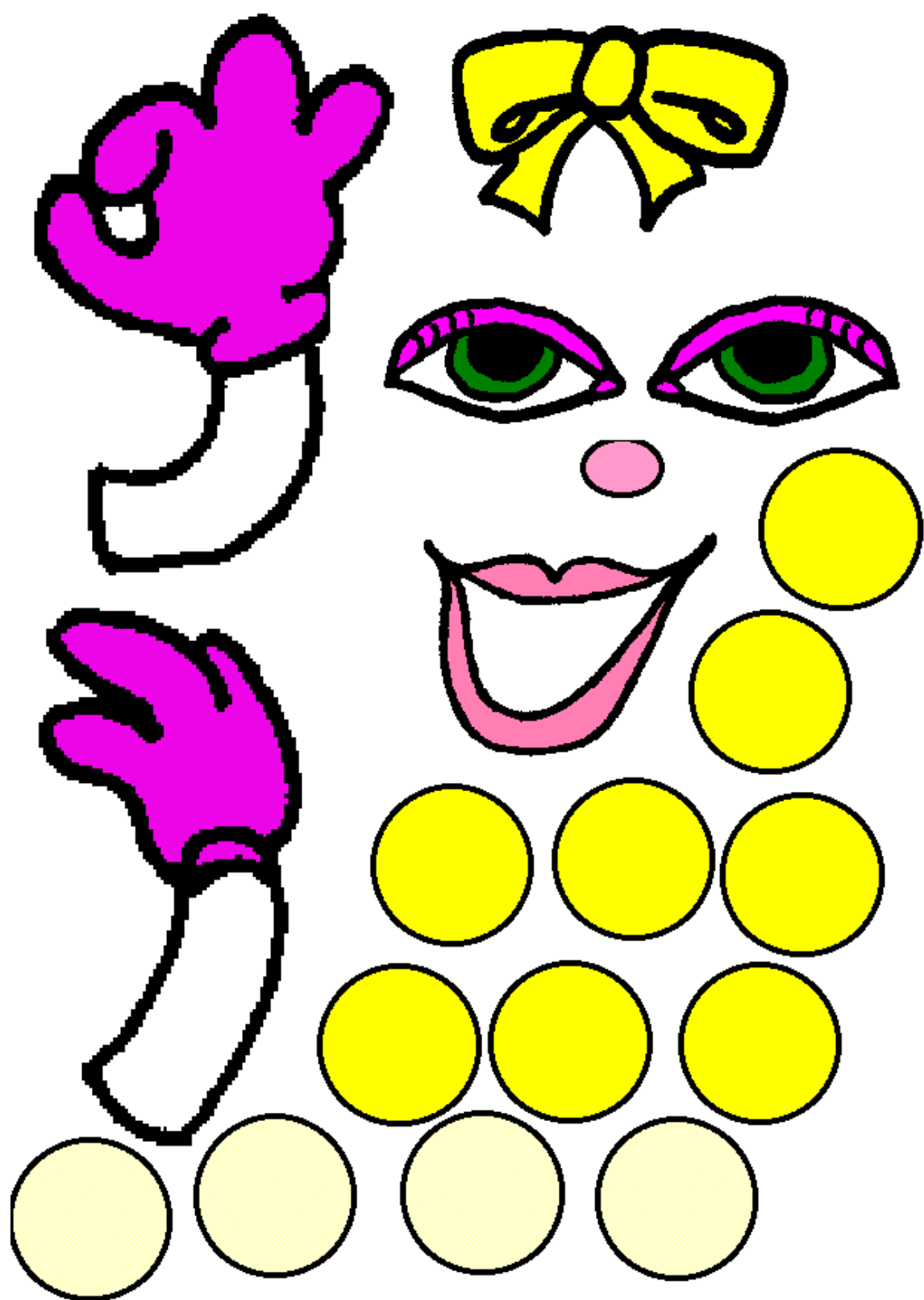


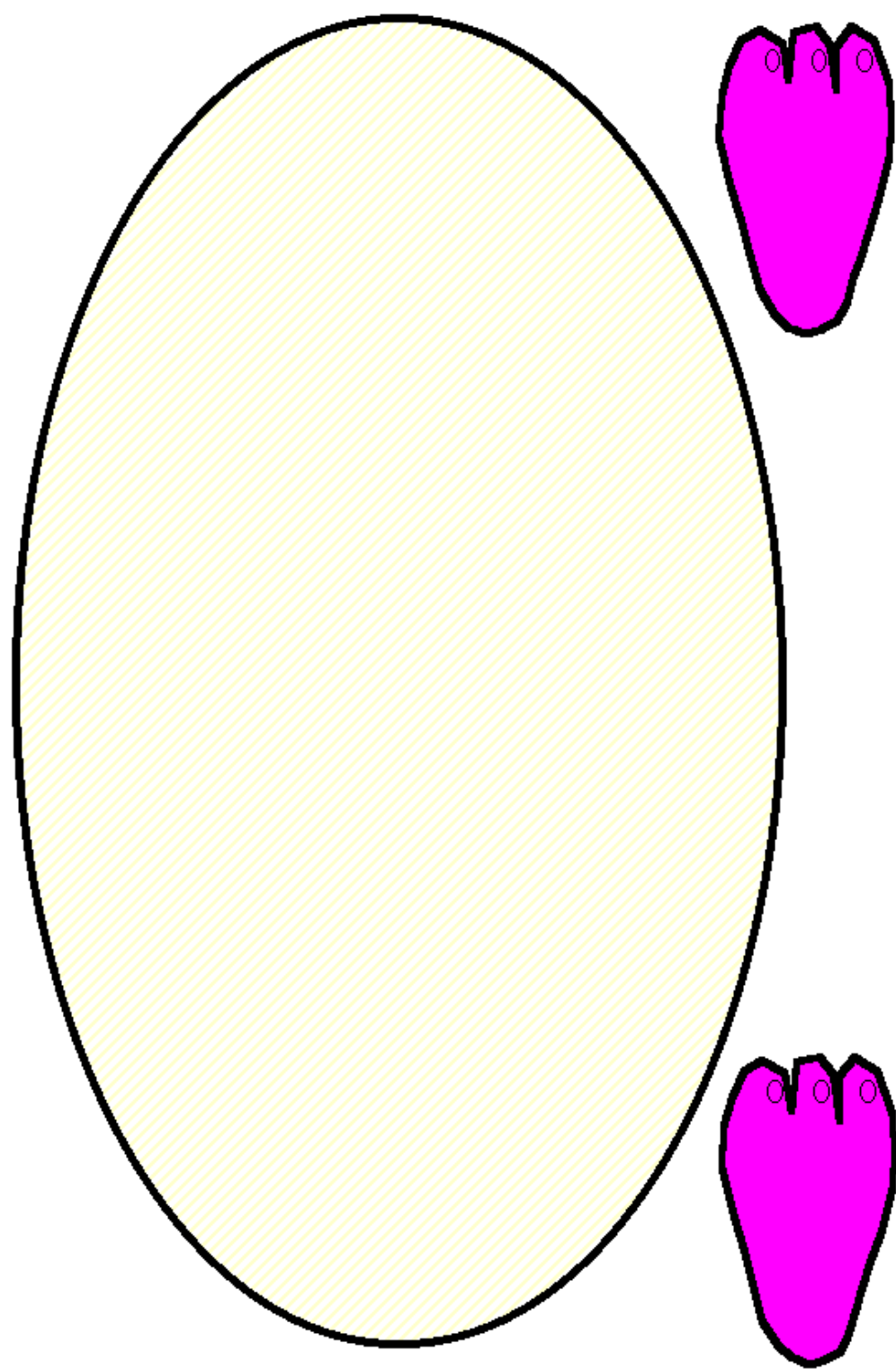


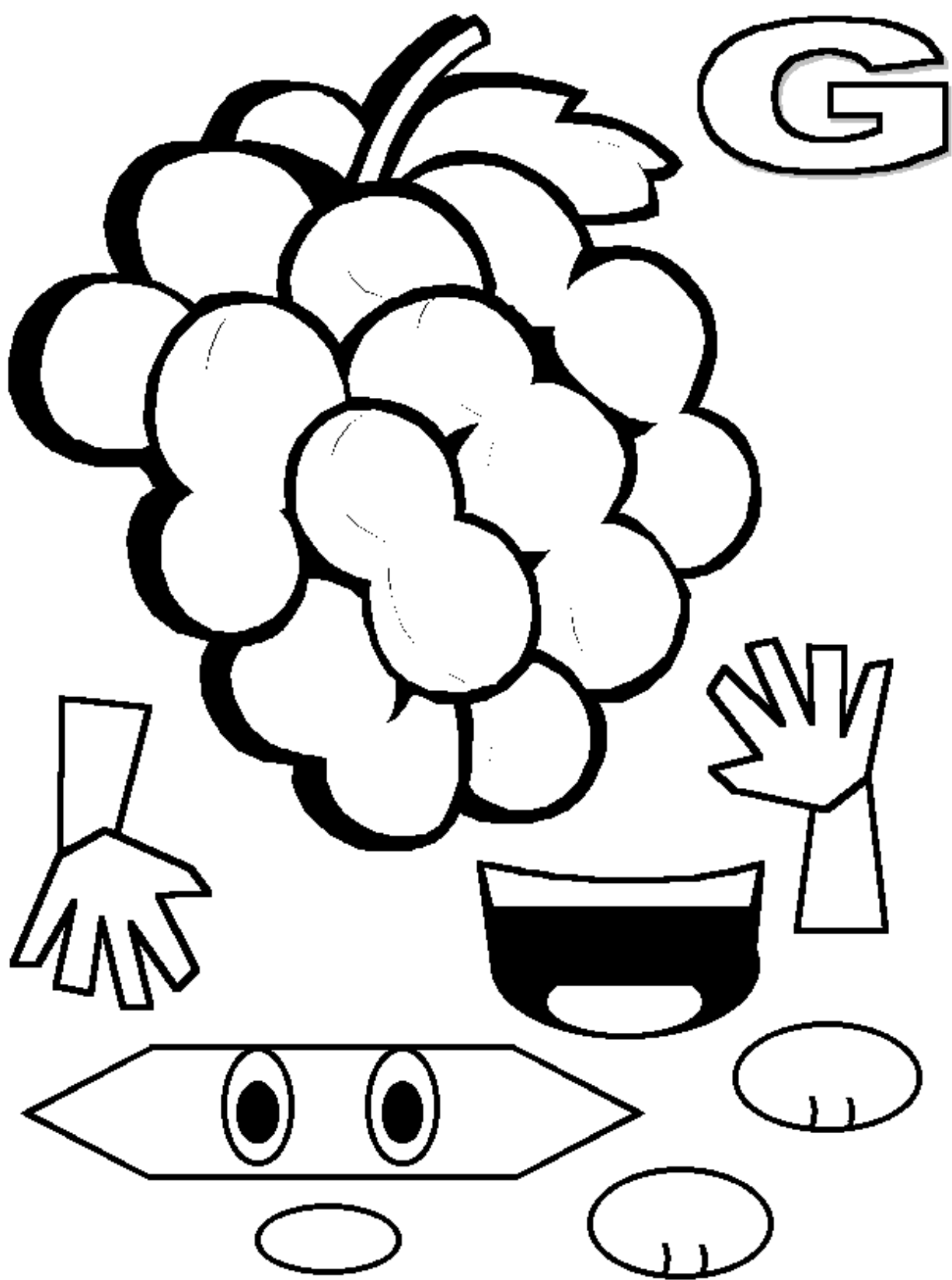


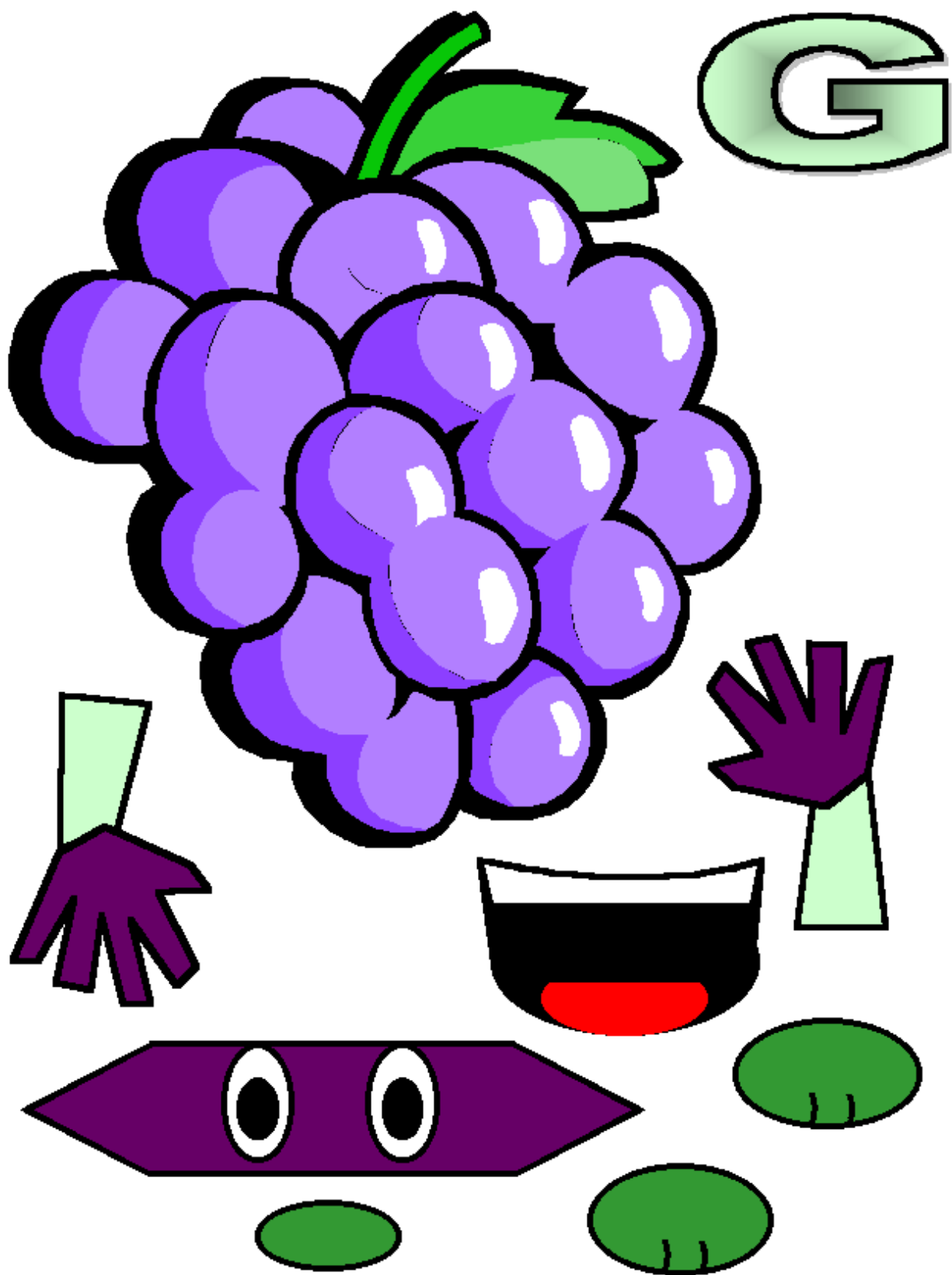


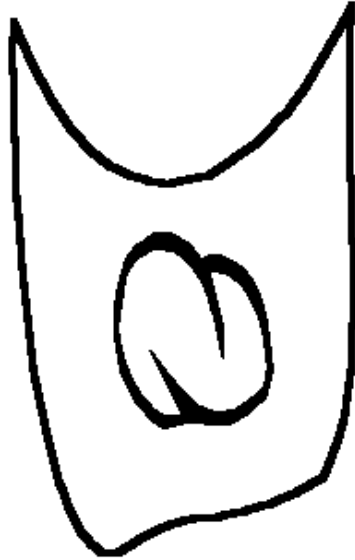
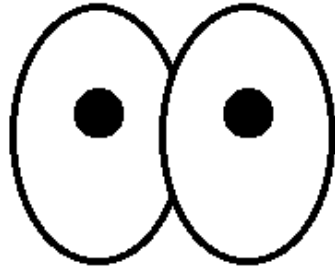
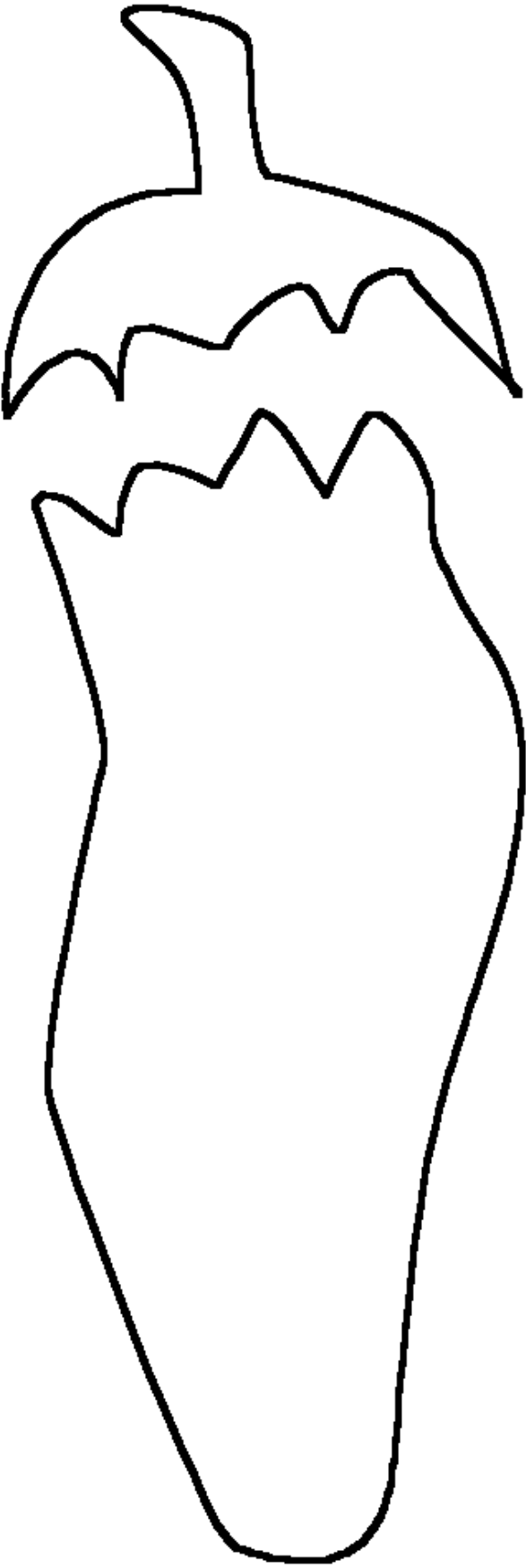


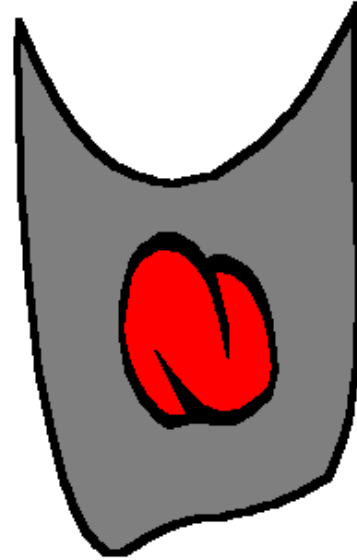
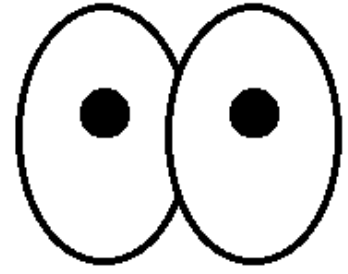
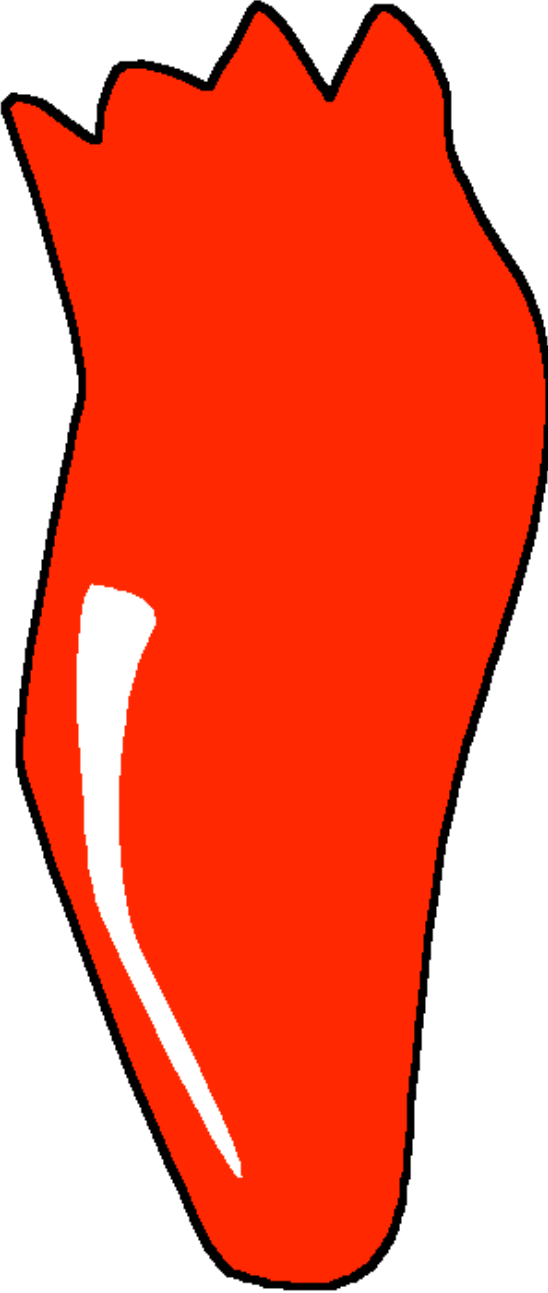


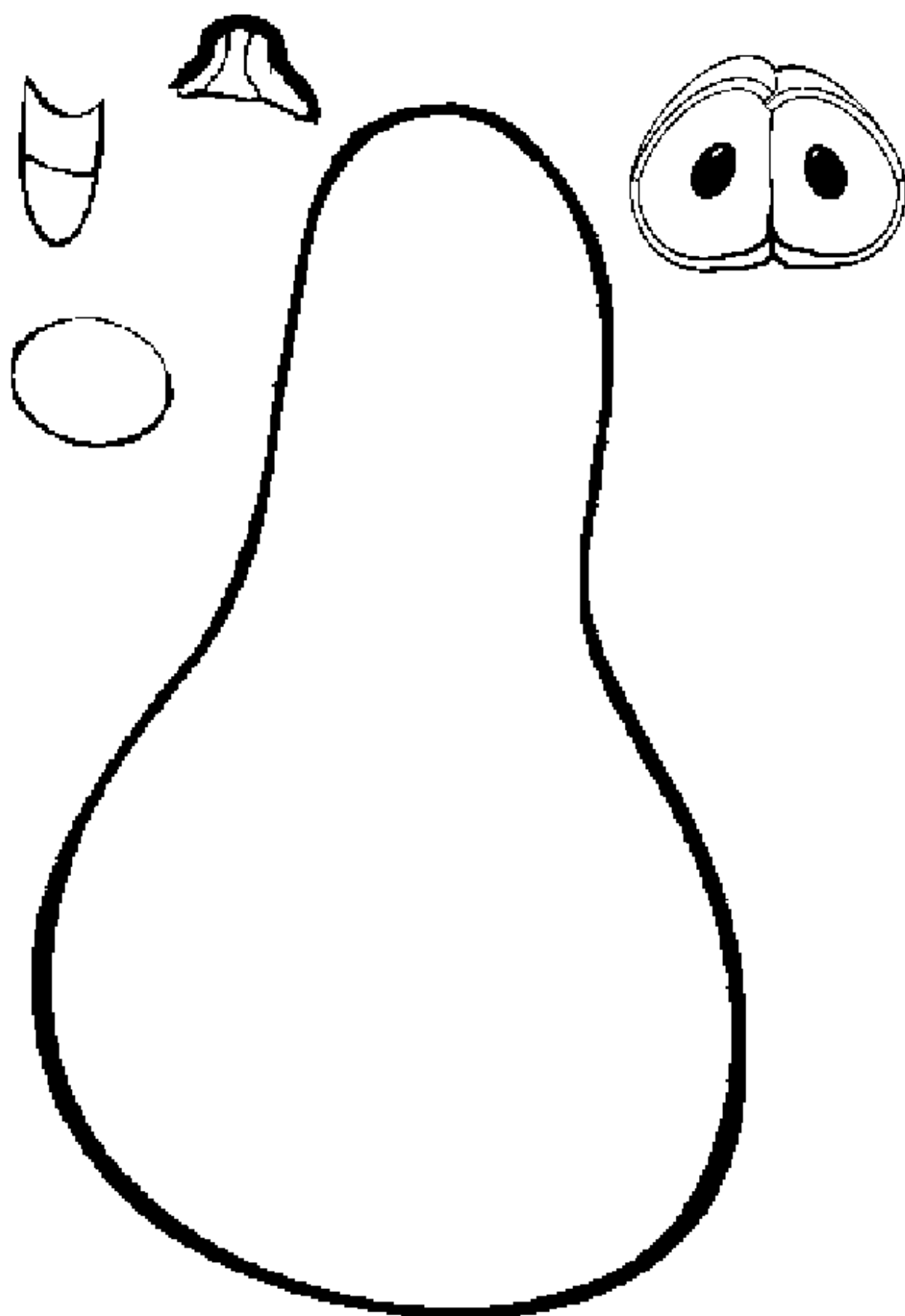


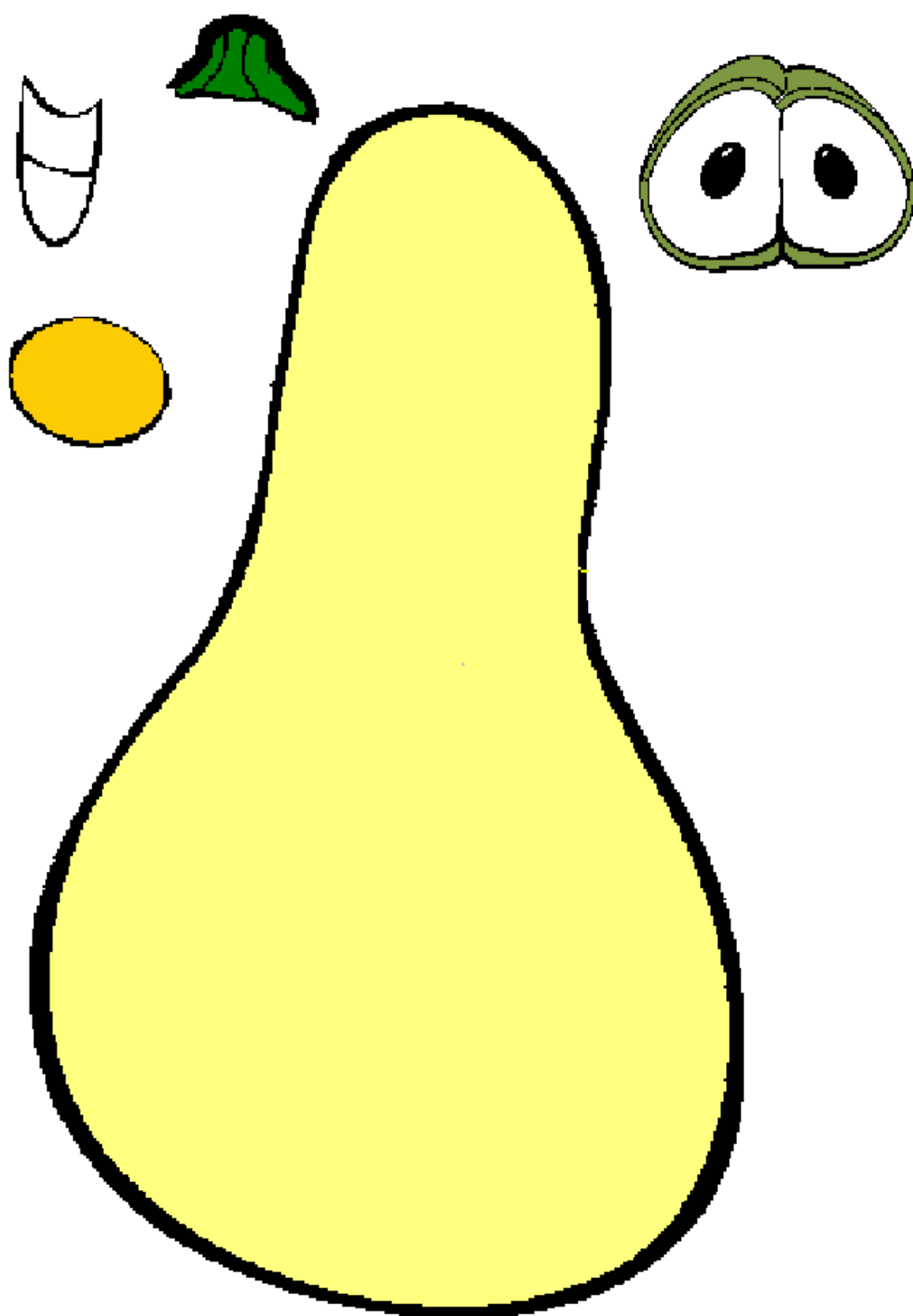


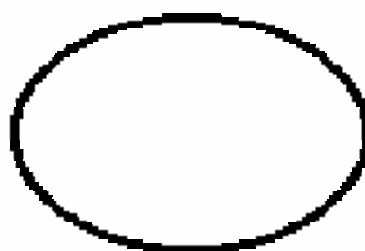
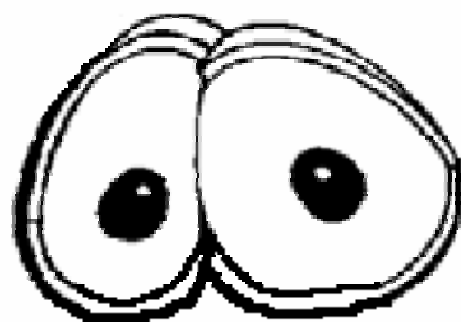
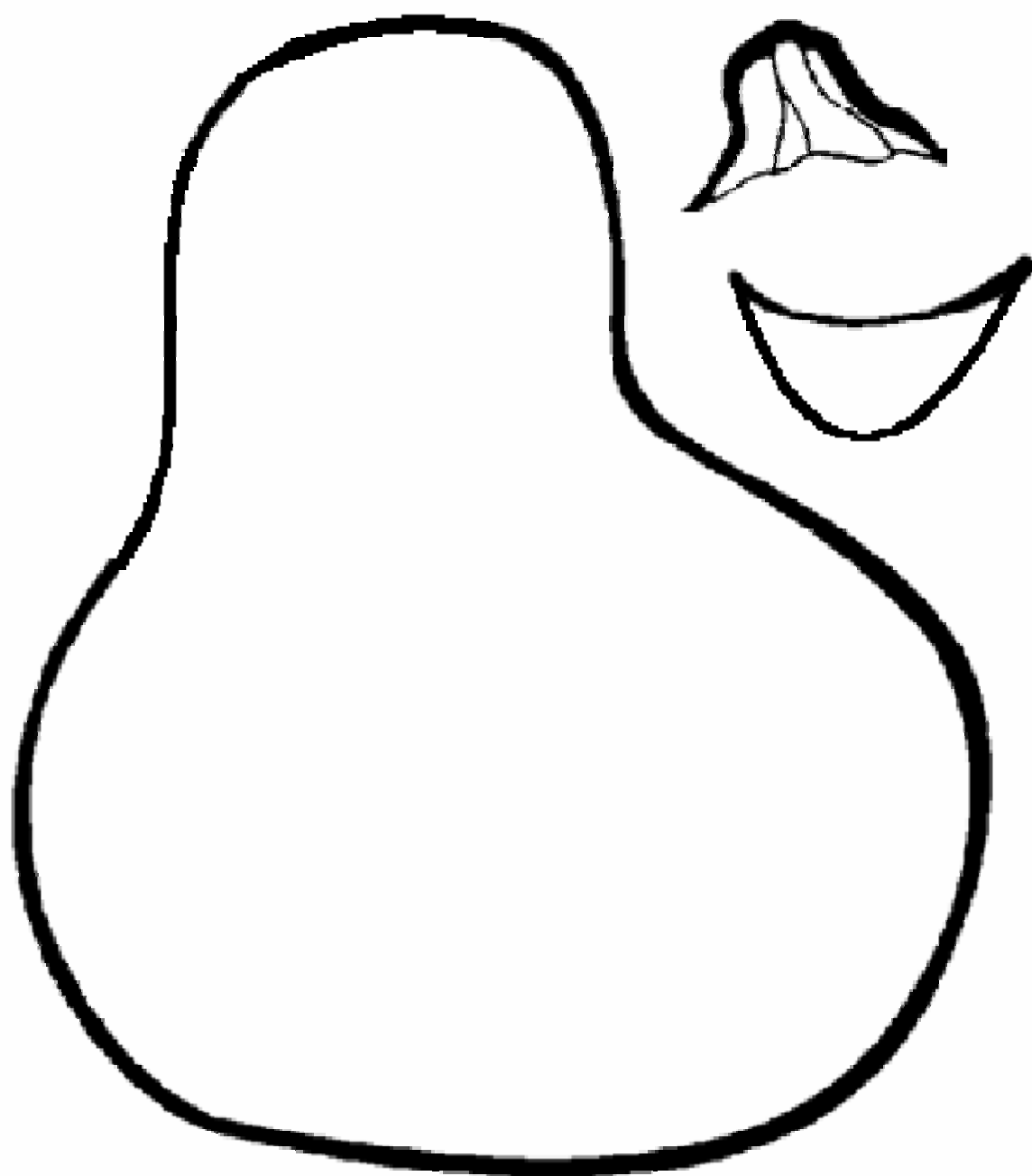


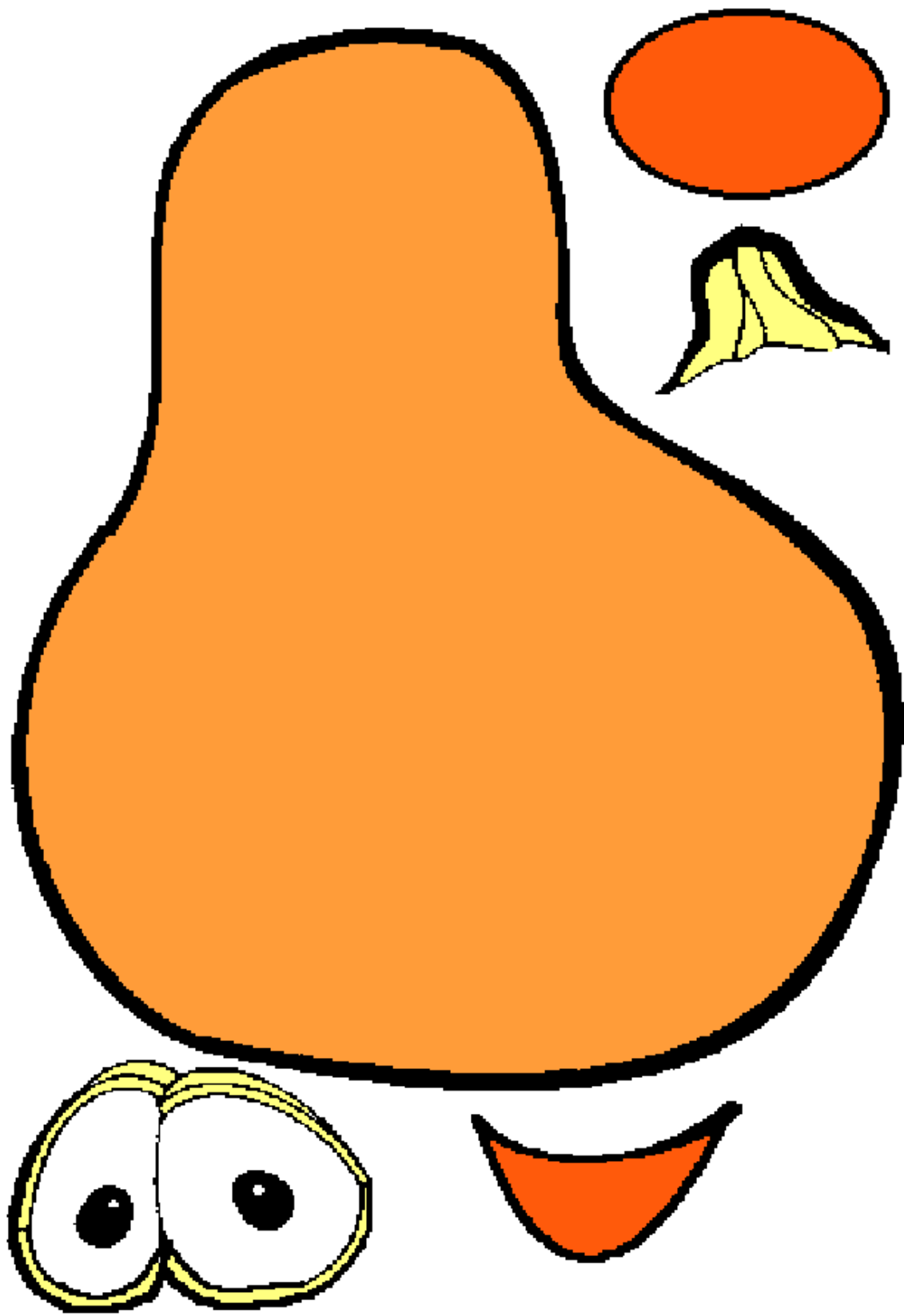


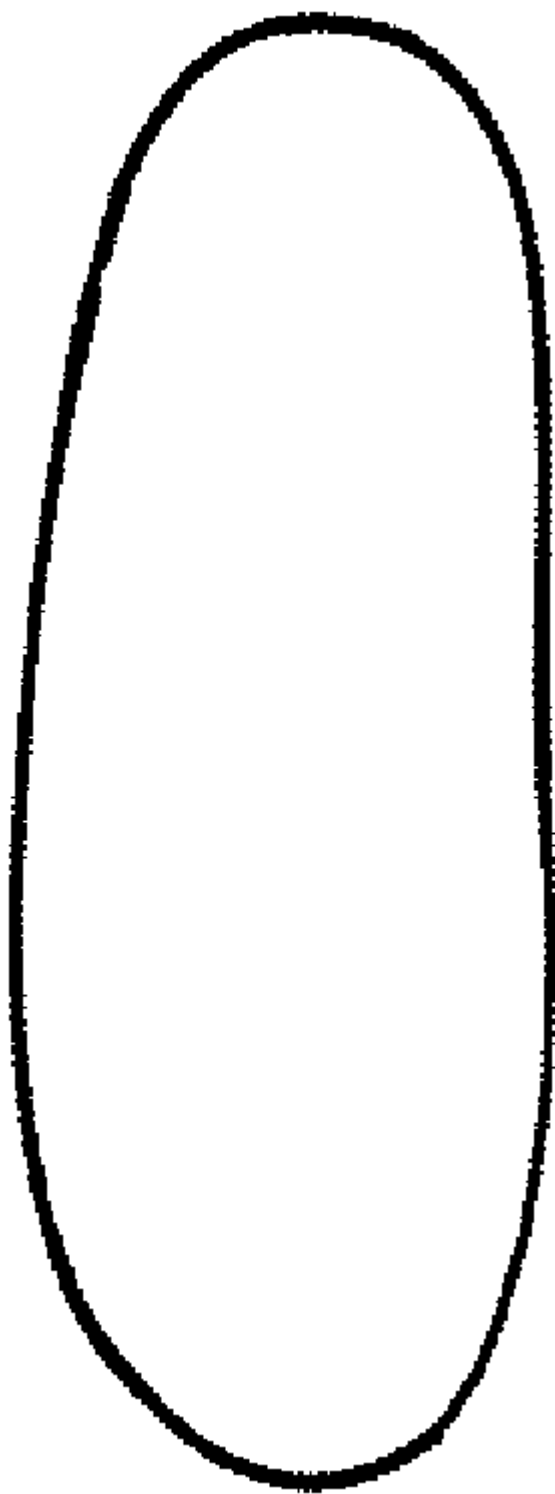


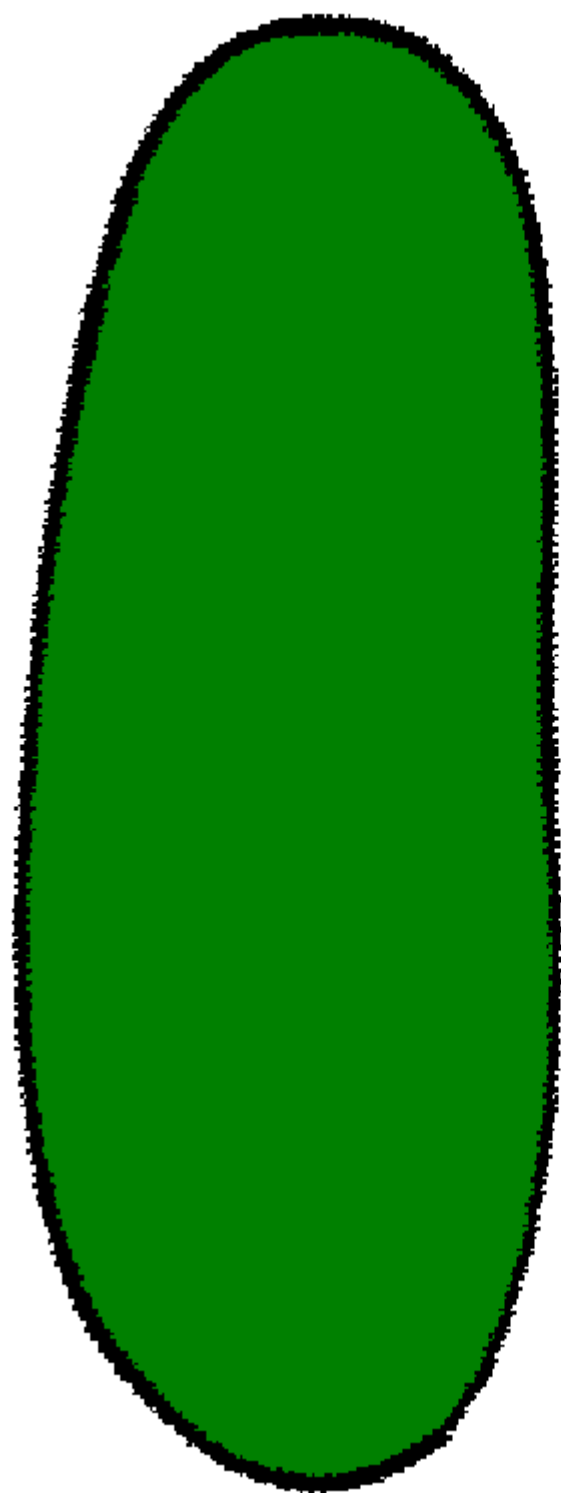


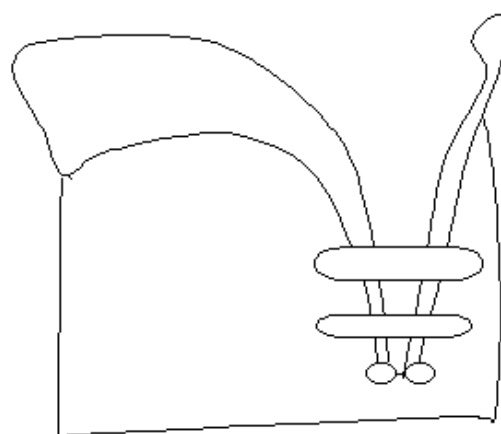
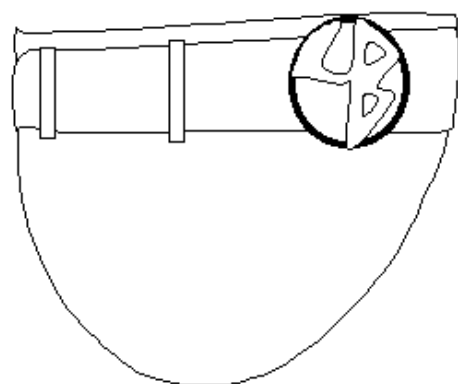
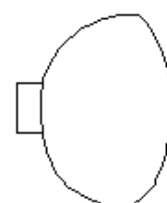
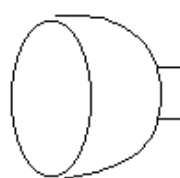
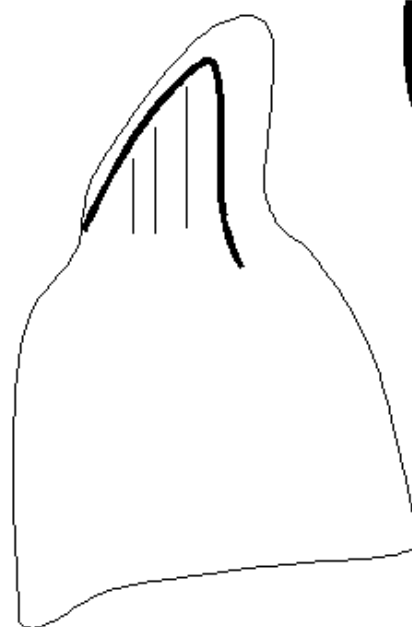
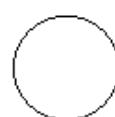
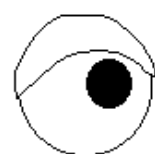
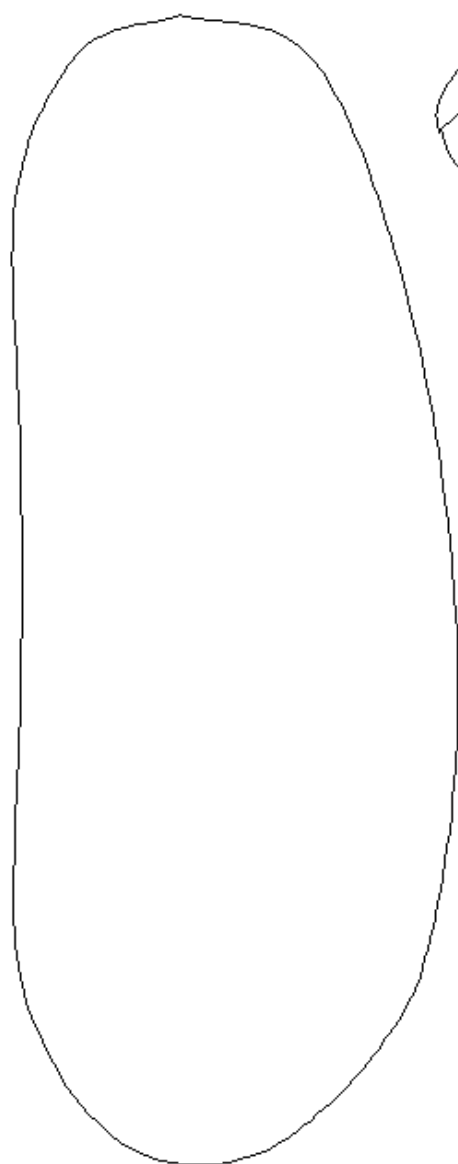


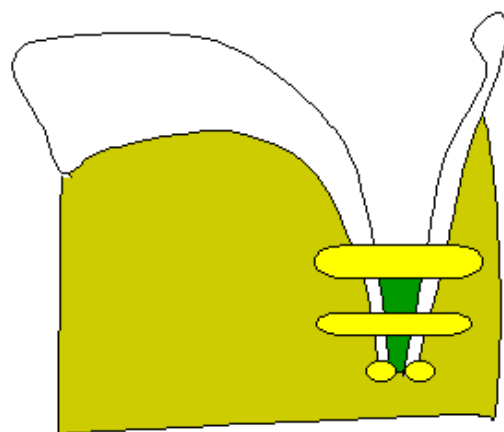
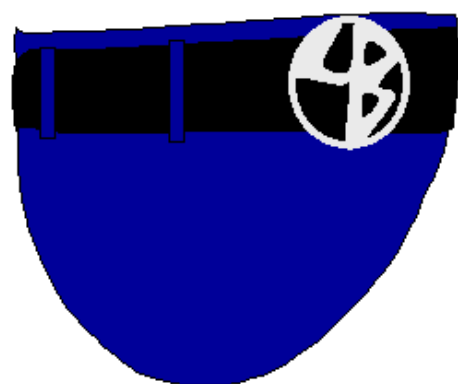
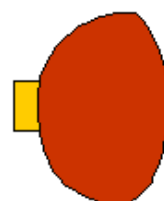
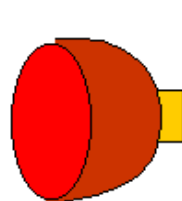
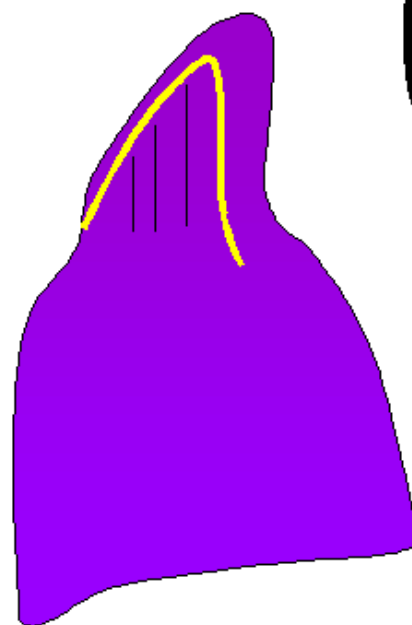
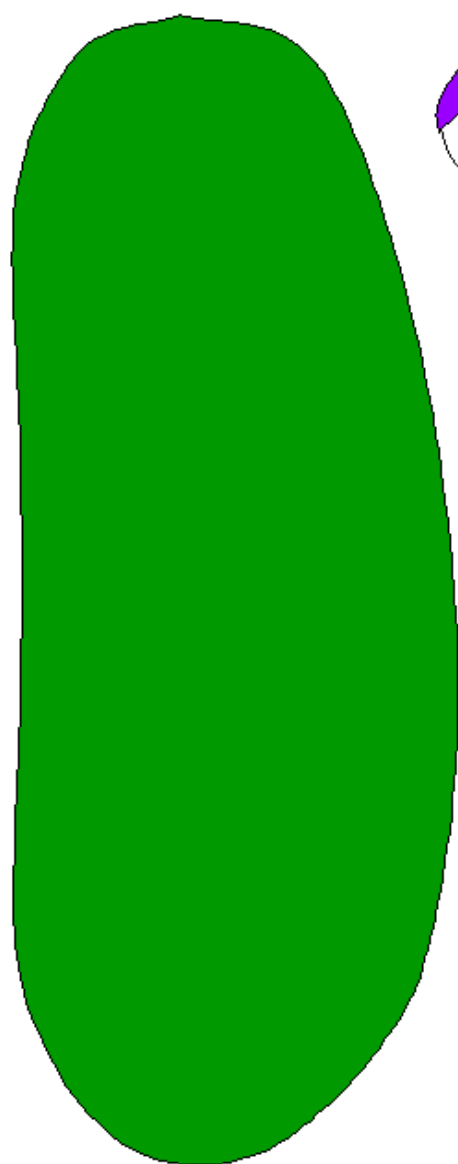


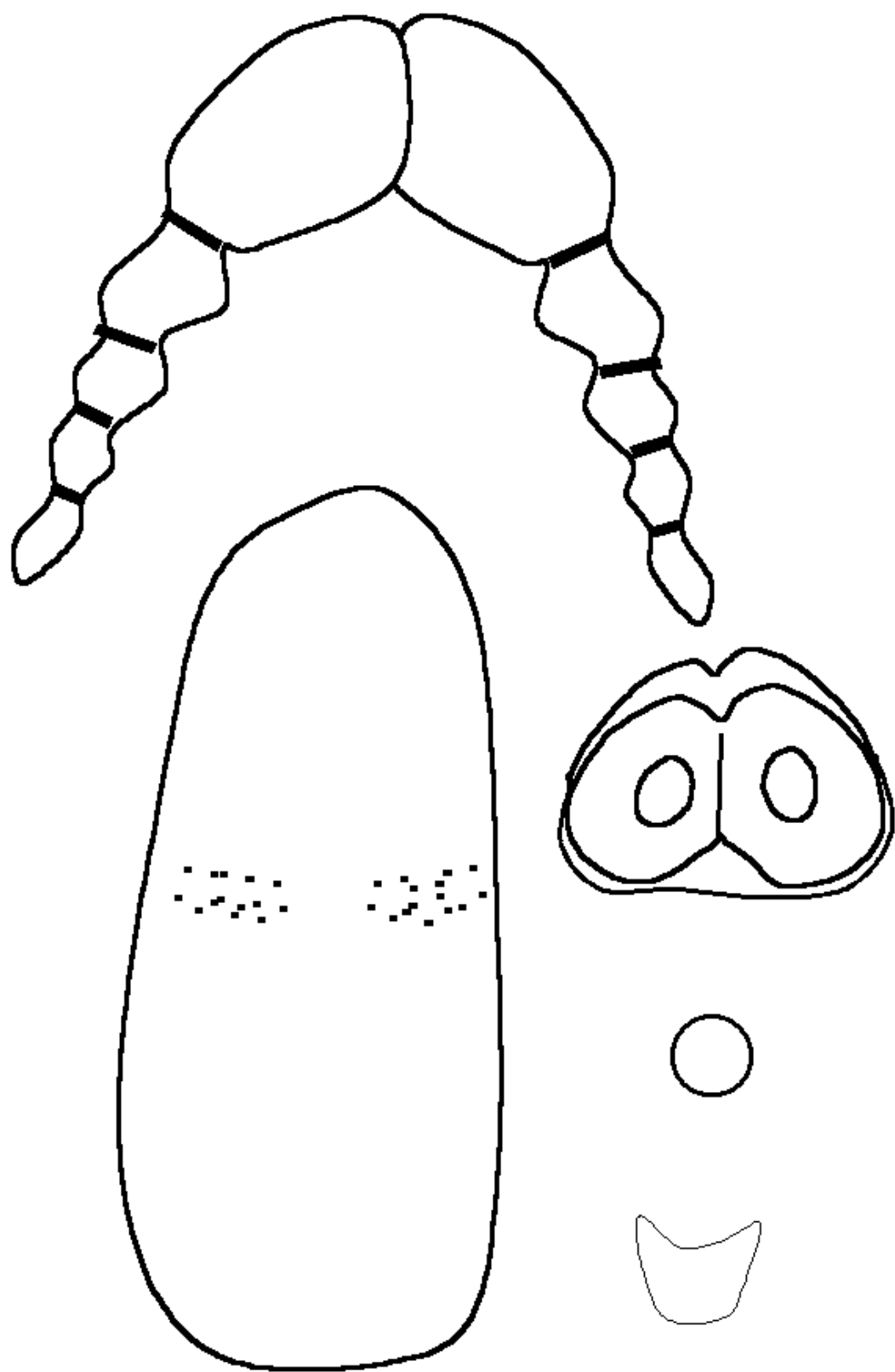


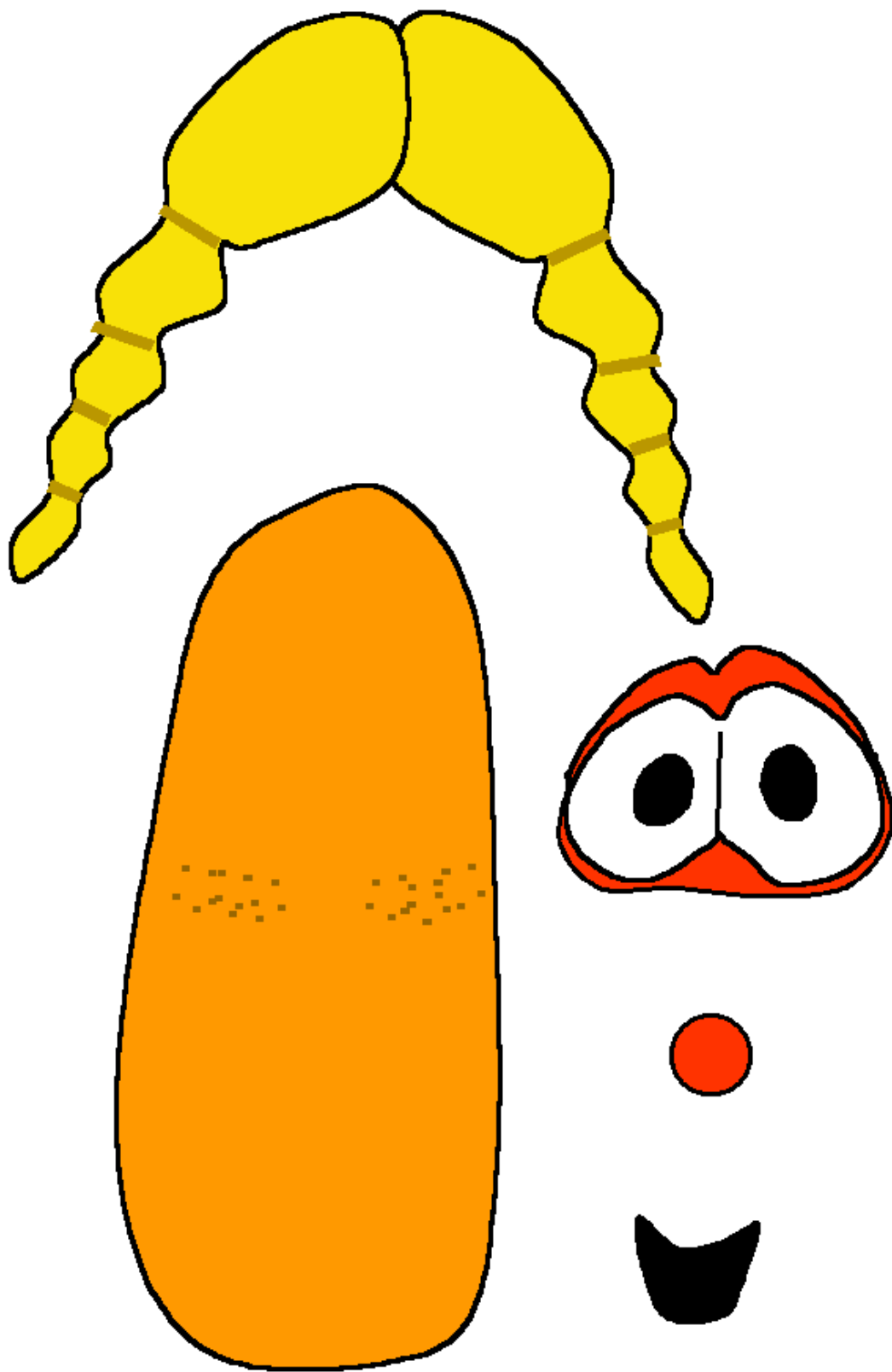


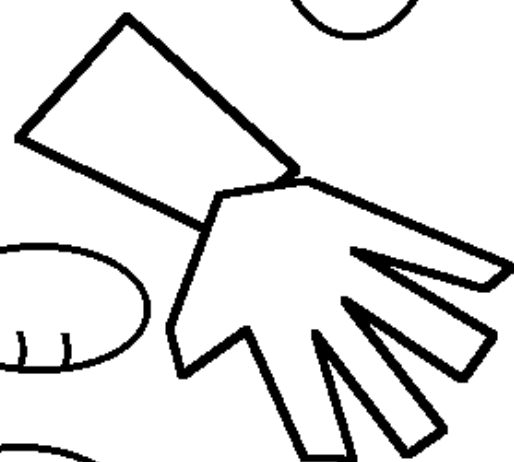
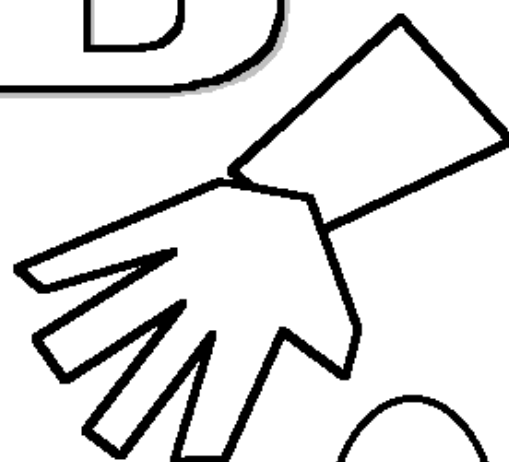
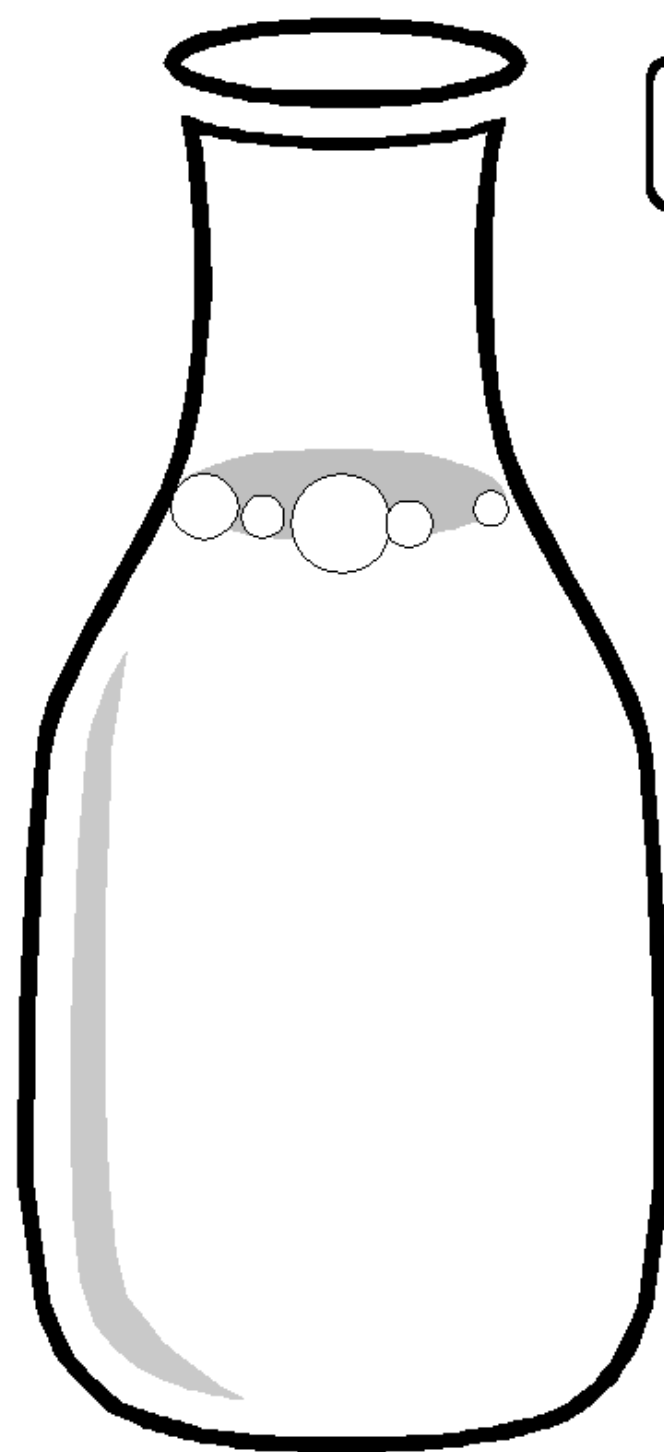


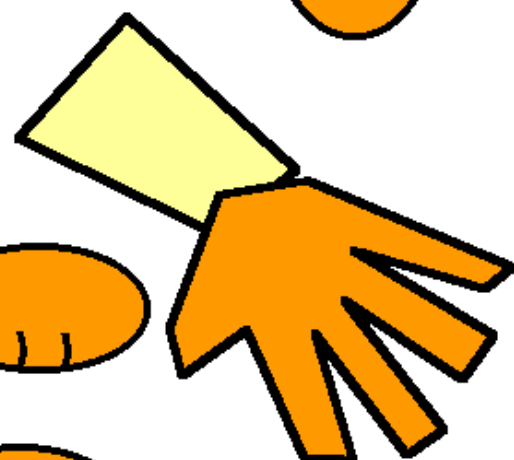
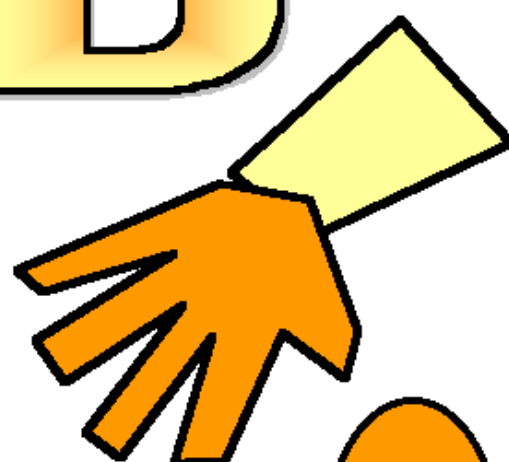
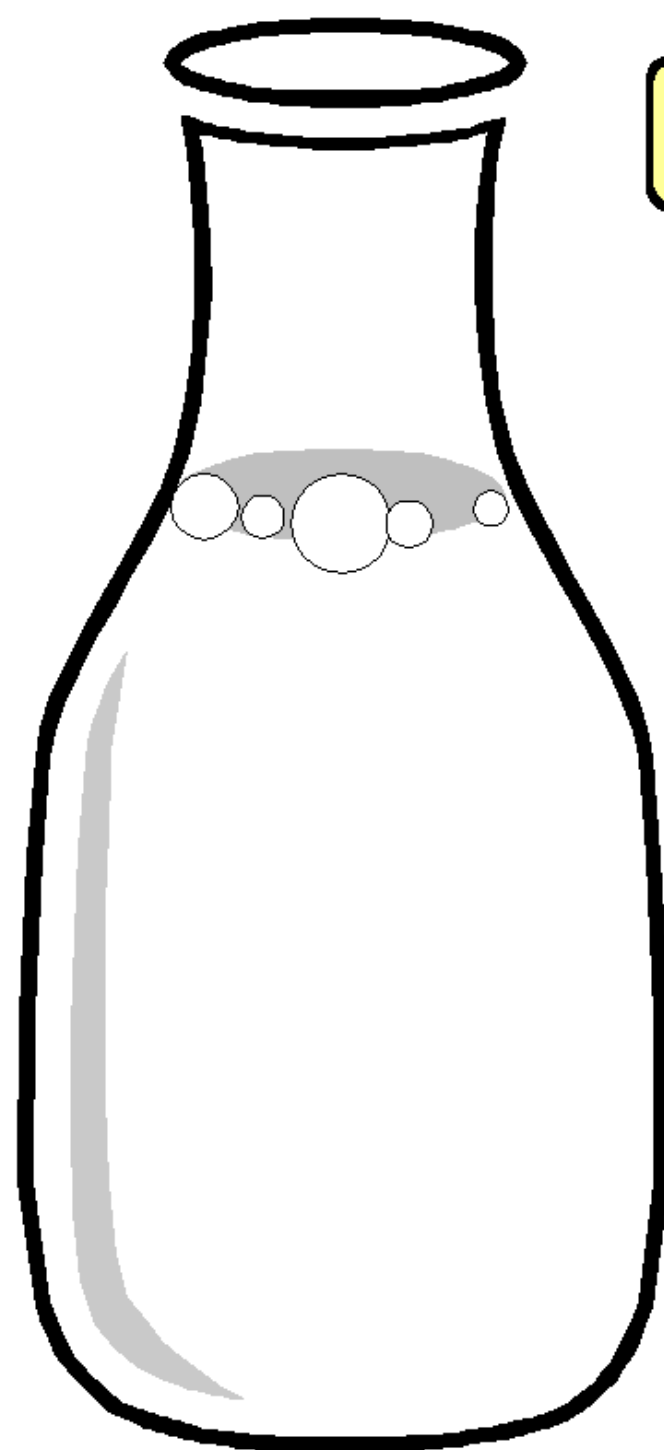


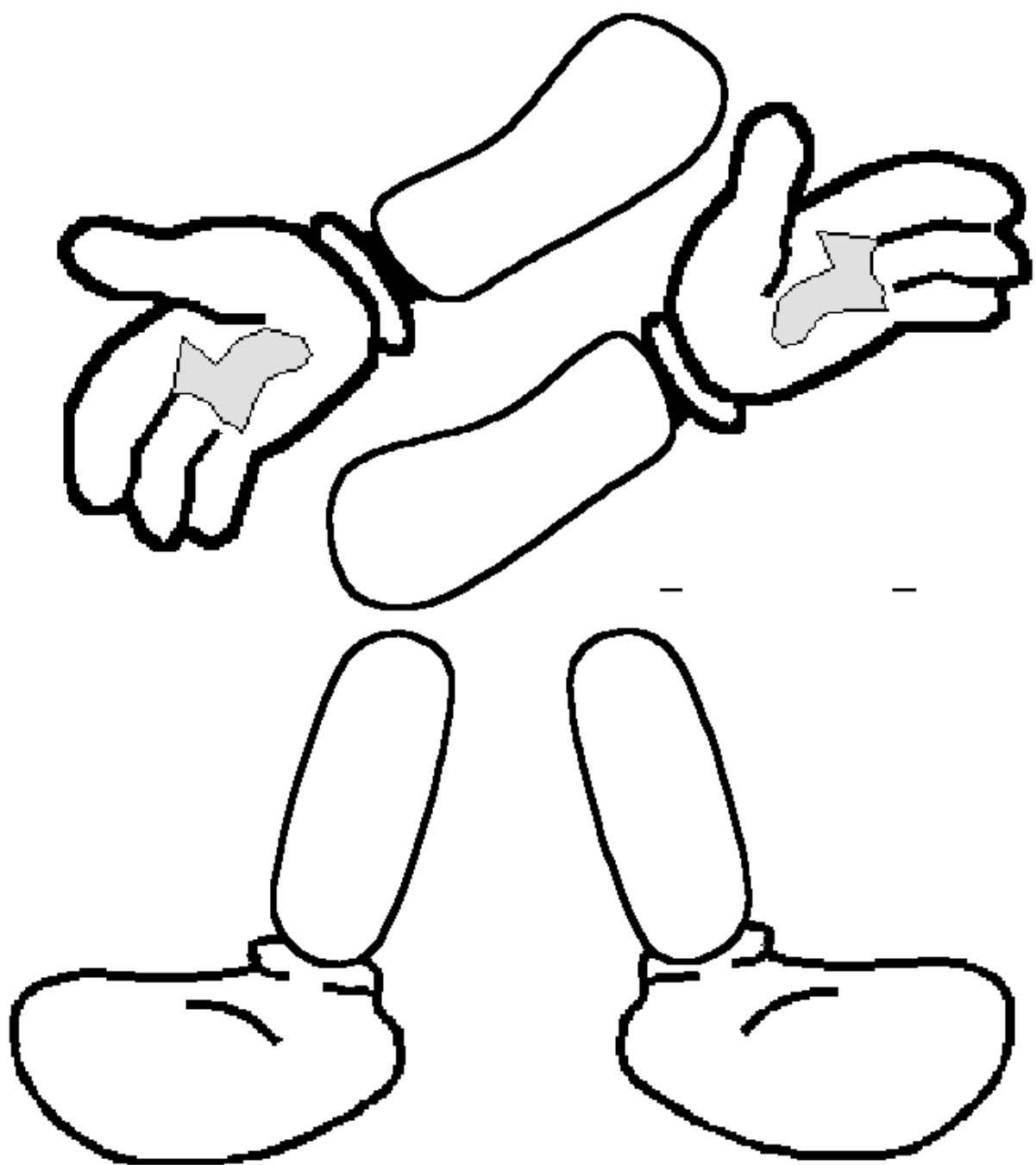


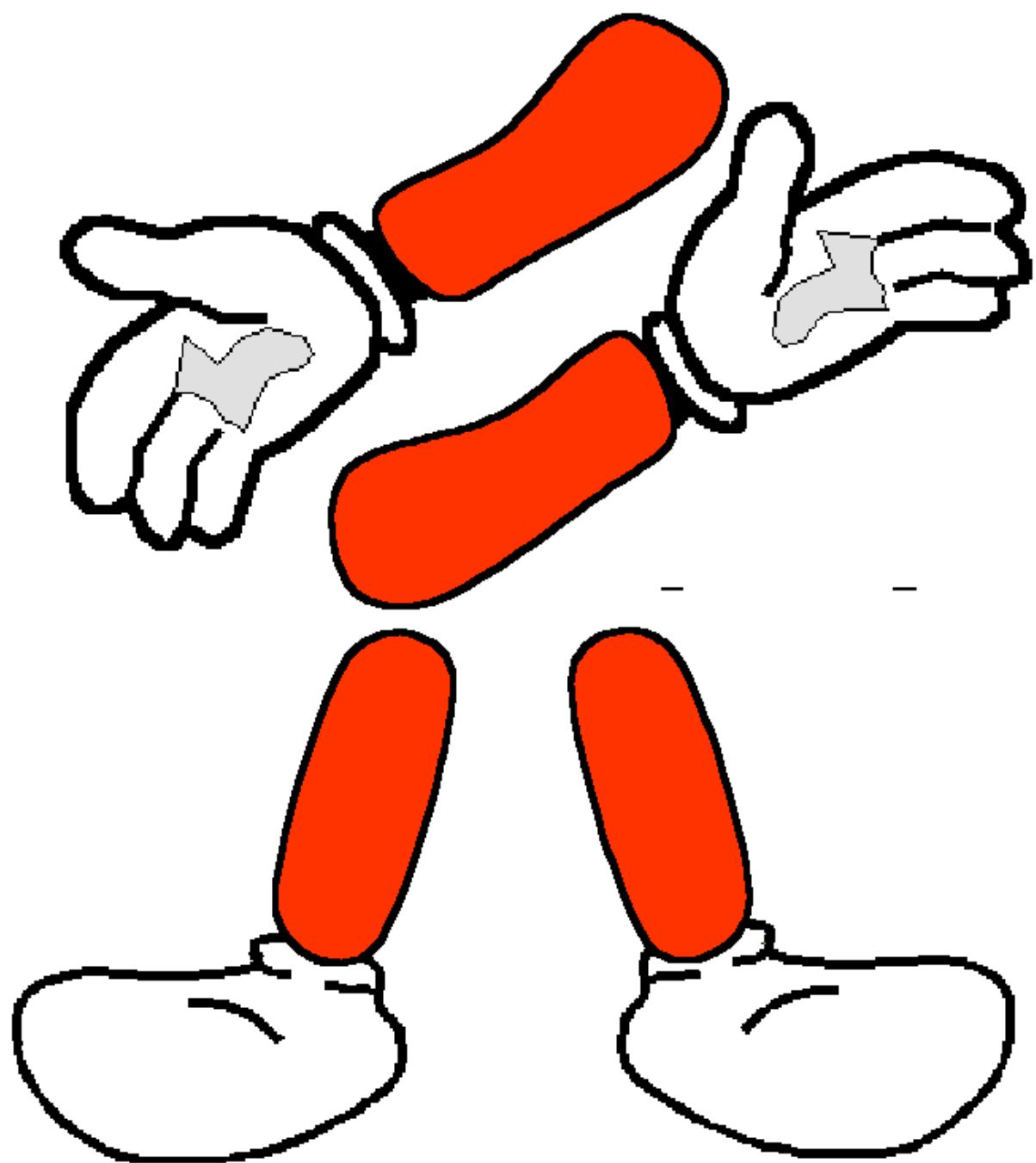












Bob

Loves

Books



Bob

Loves

Books



Bob

Loves

Books



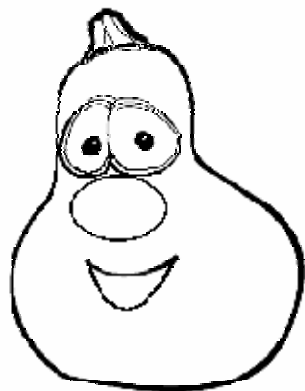
Bob

Loves

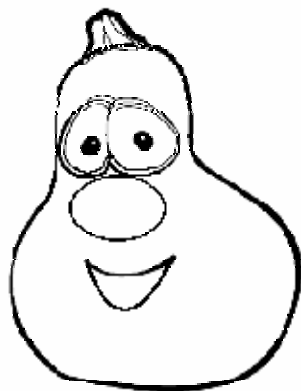
Books



***Enjoy
a book
with
Jimmy
Gourd***



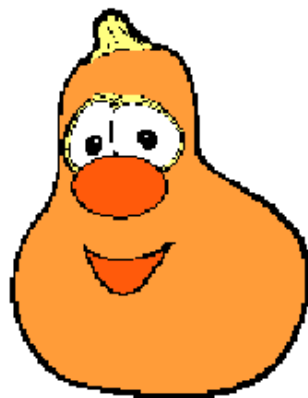
***Enjoy
a book
with
Jimmy
Gourd***

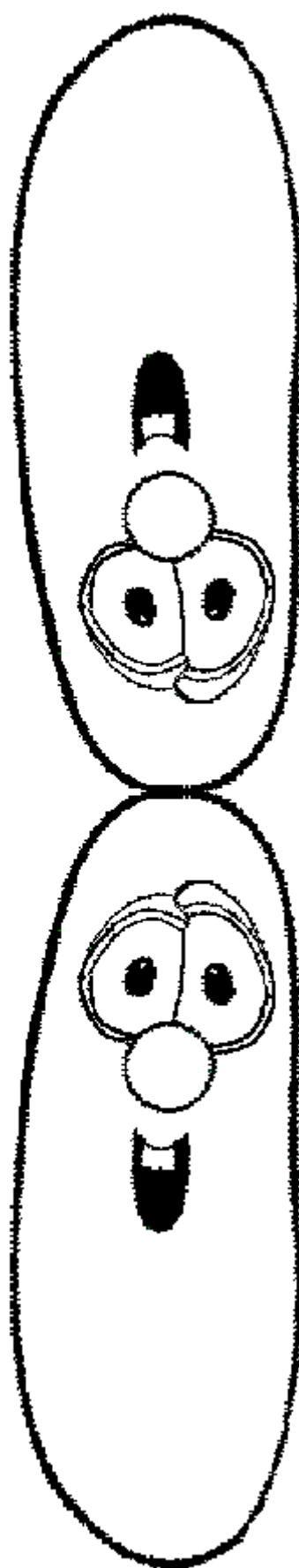


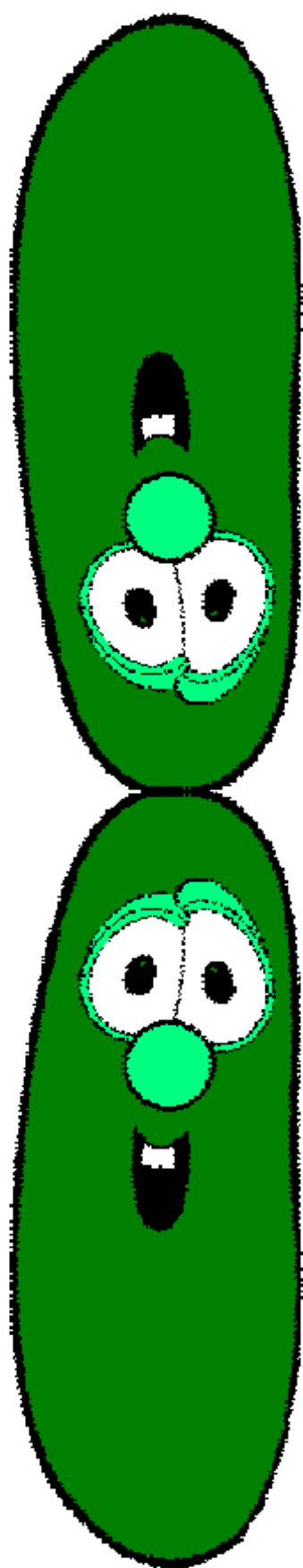
***Enjoy
a book
with
Jimmy
Gourd***

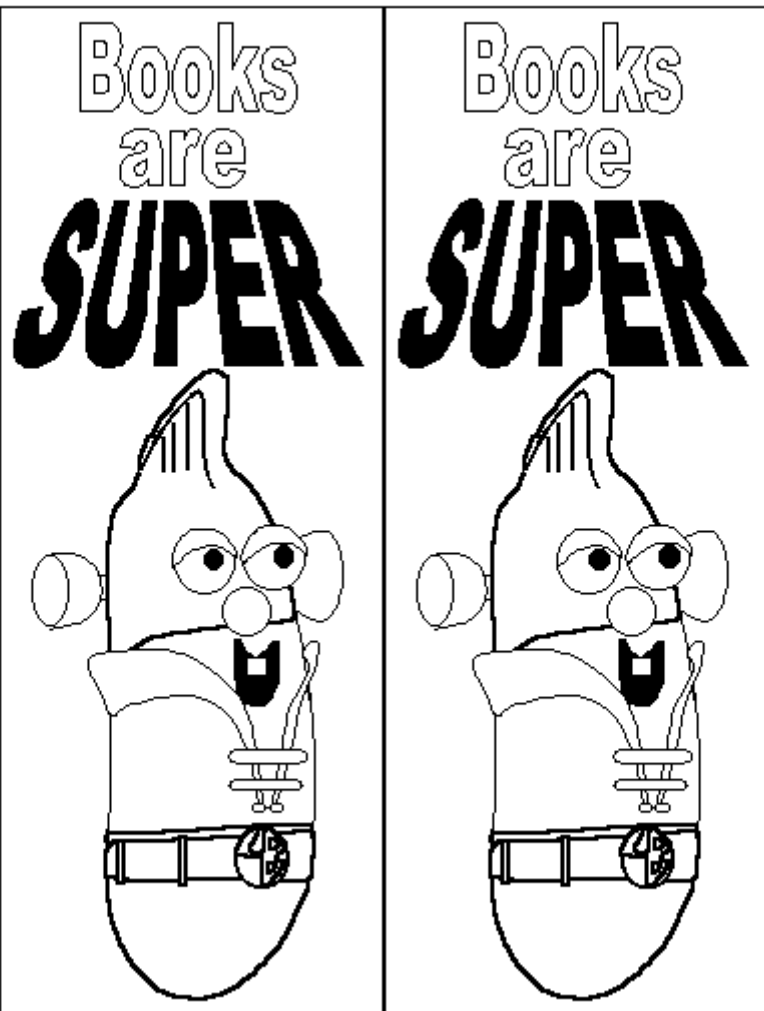


***Enjoy
a book
with
Jimmy
Gourd***









**Books
are
SUPER**



**Books
are
SUPER**



**Laura
says,
"Let's
Read a
Book!"**



**Laura
says,
"Let's
Read a
Book!"**



Laura
says,
"Let's
Read a
Book!"



Laura
says,
"Let's
Read a
Book!"



**Percy Pea
says,**



**"Read
with me!"**

**Percy Pea
says,**



**"Read
with me!"**

Percy Pea
says,

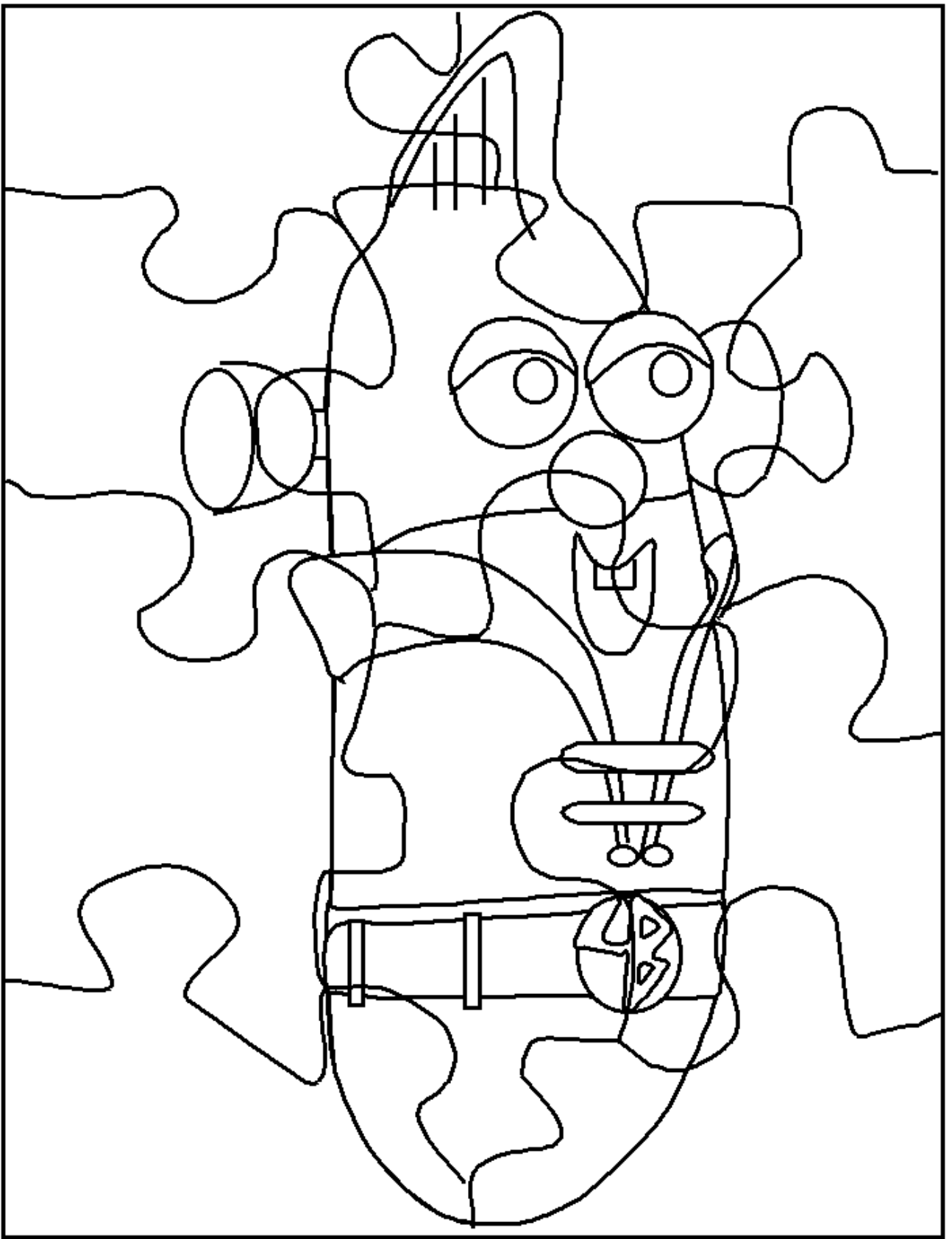


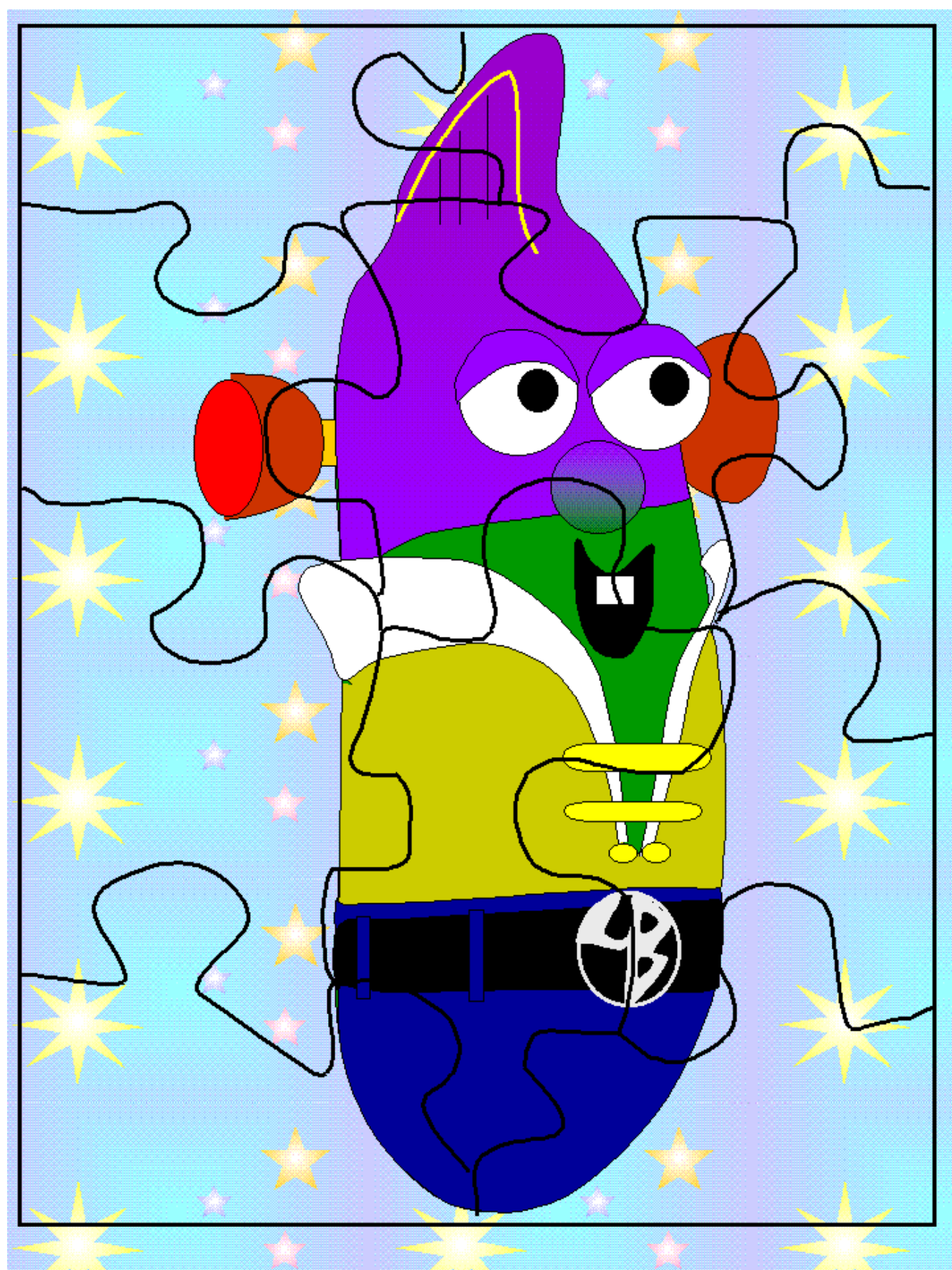
"Read
with me!"

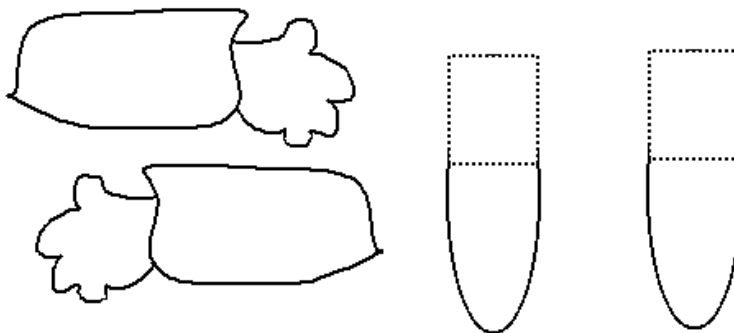
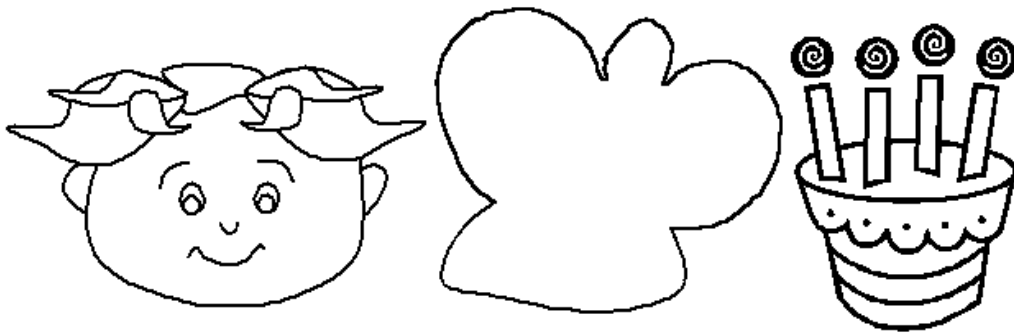
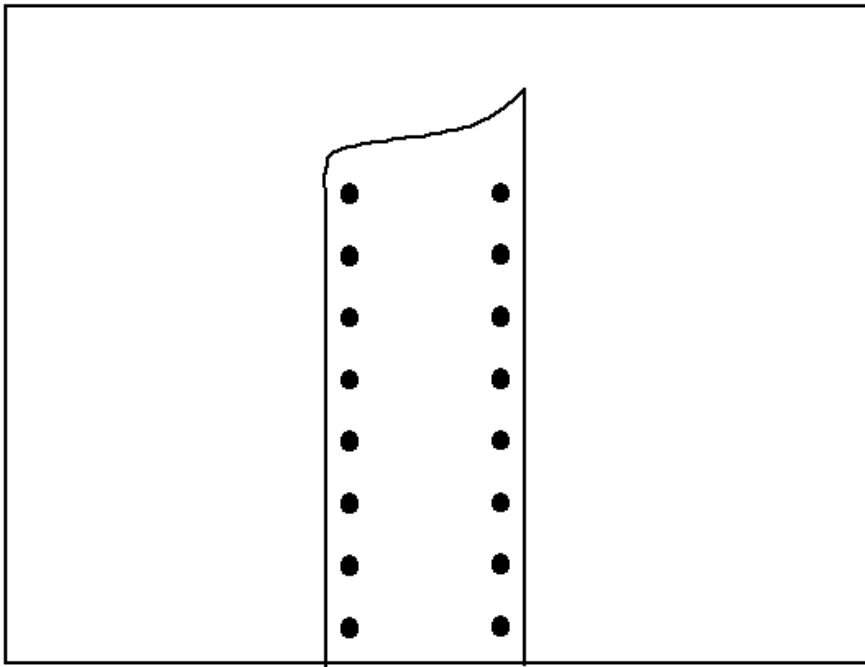
Percy Pea
says,

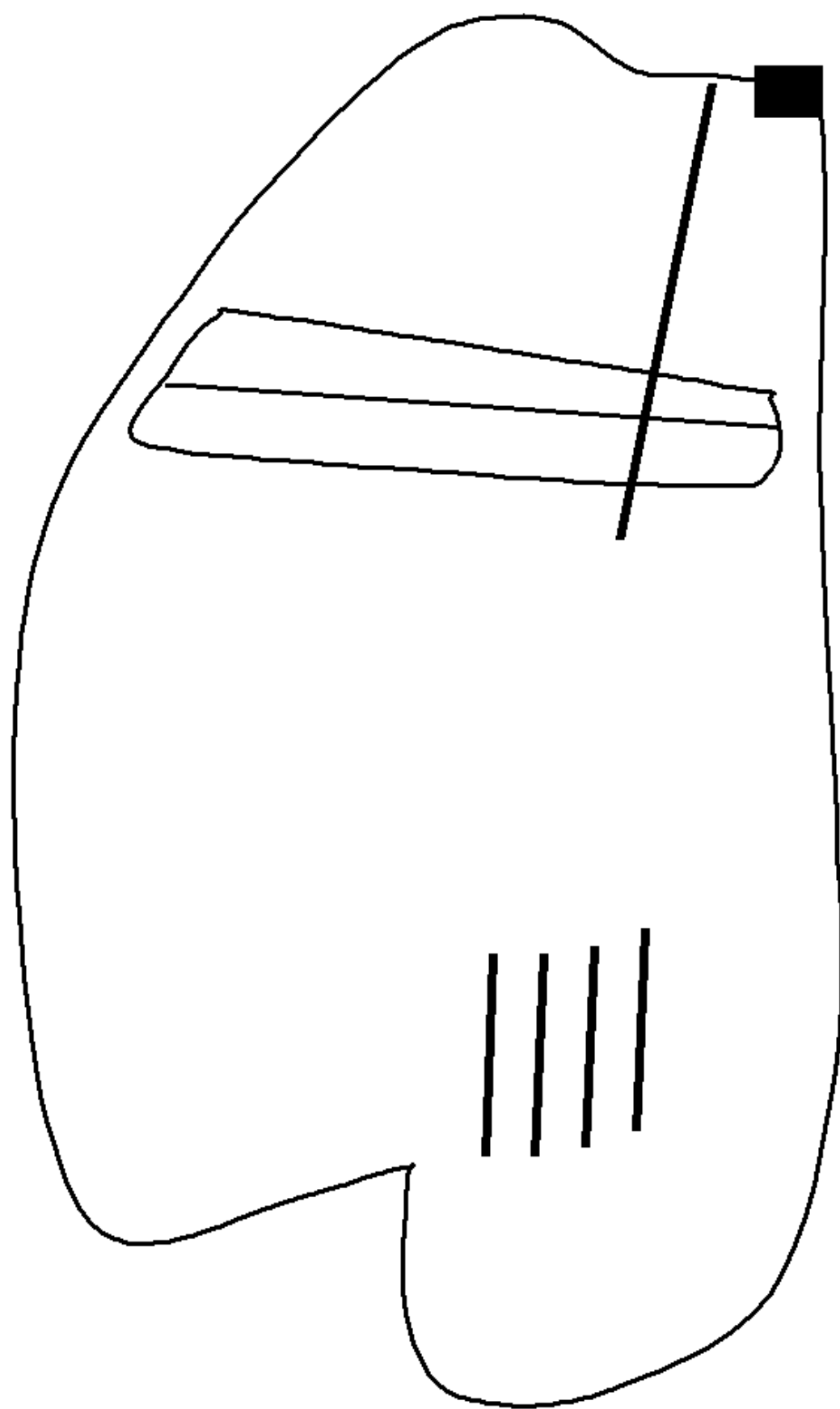


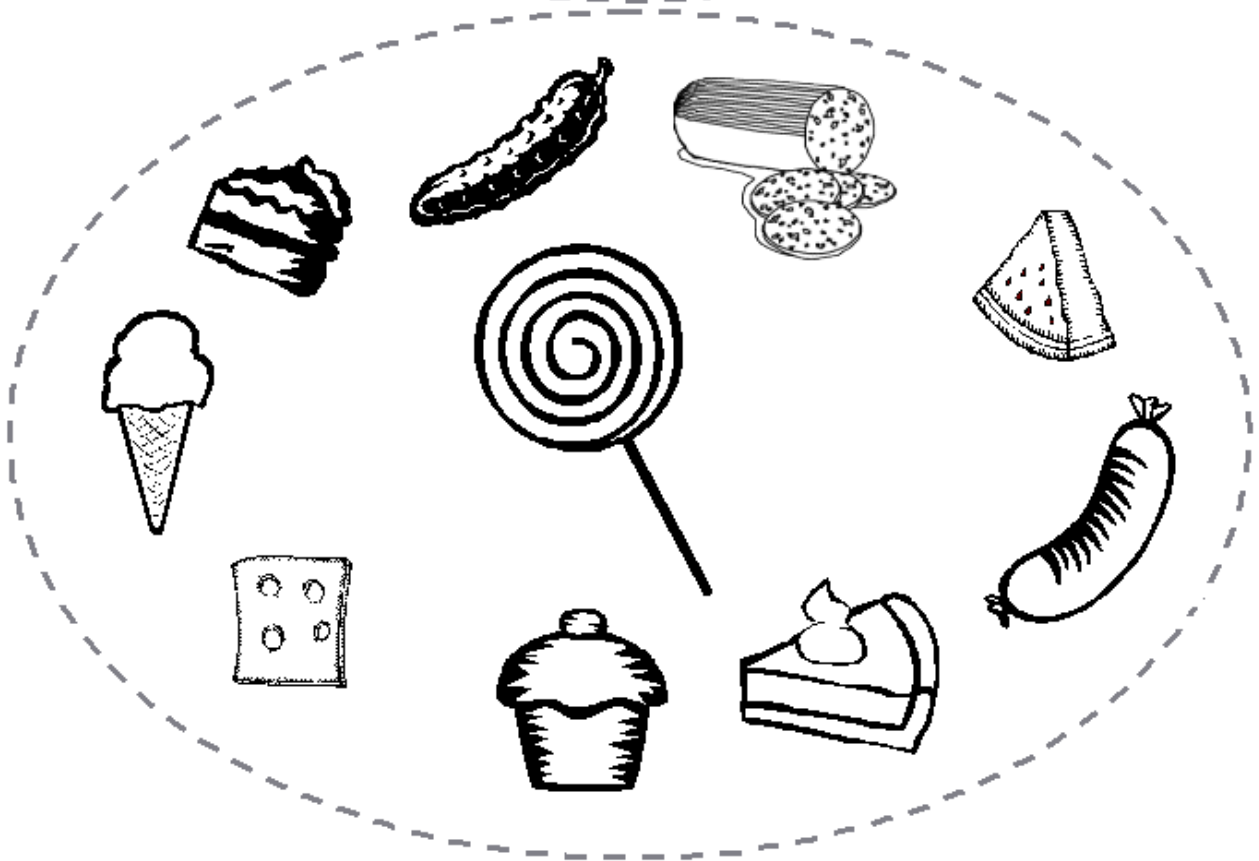
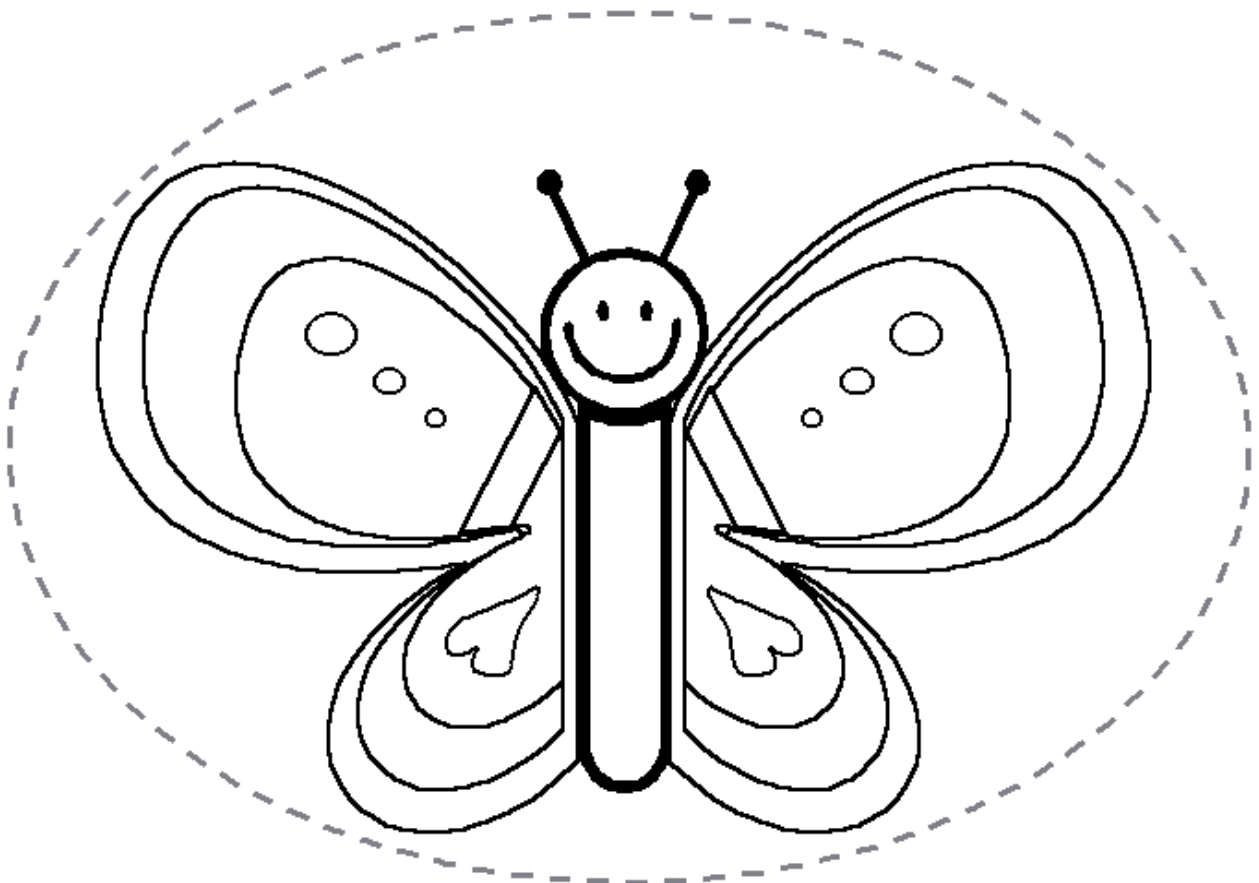
"Read
with me!"





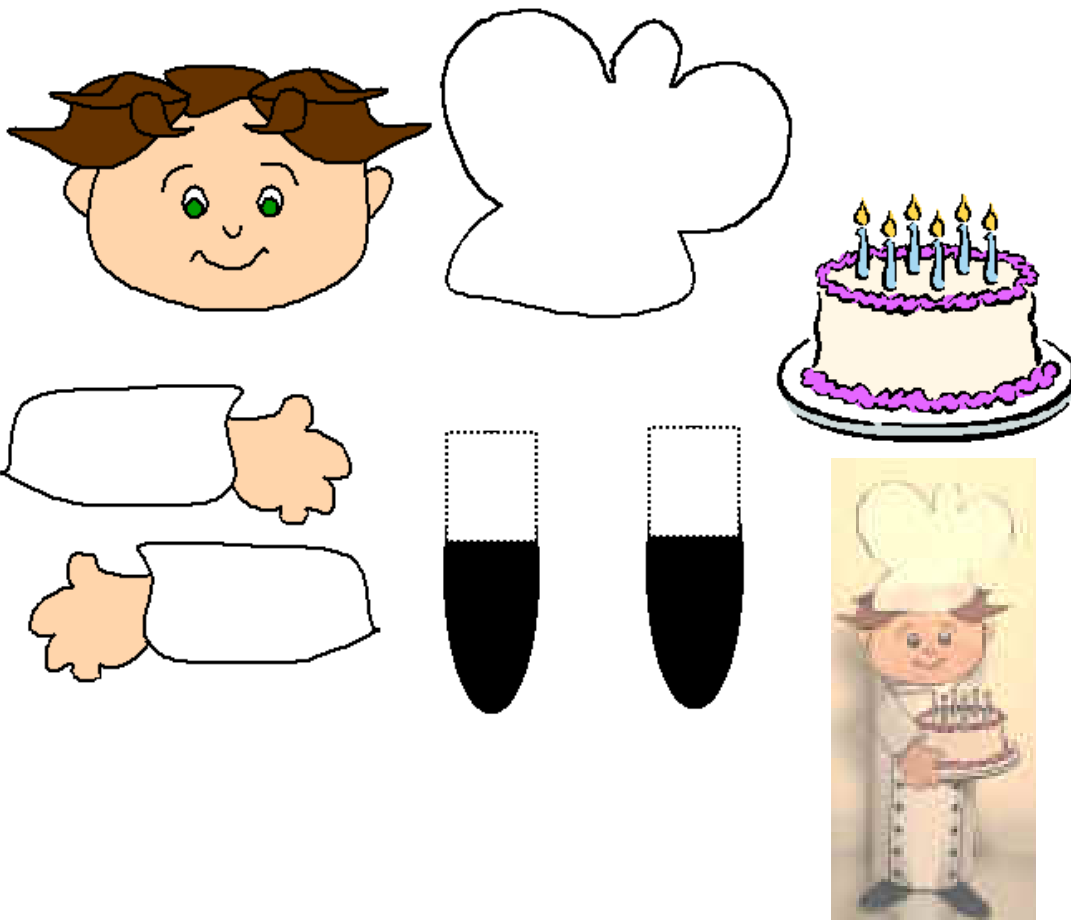
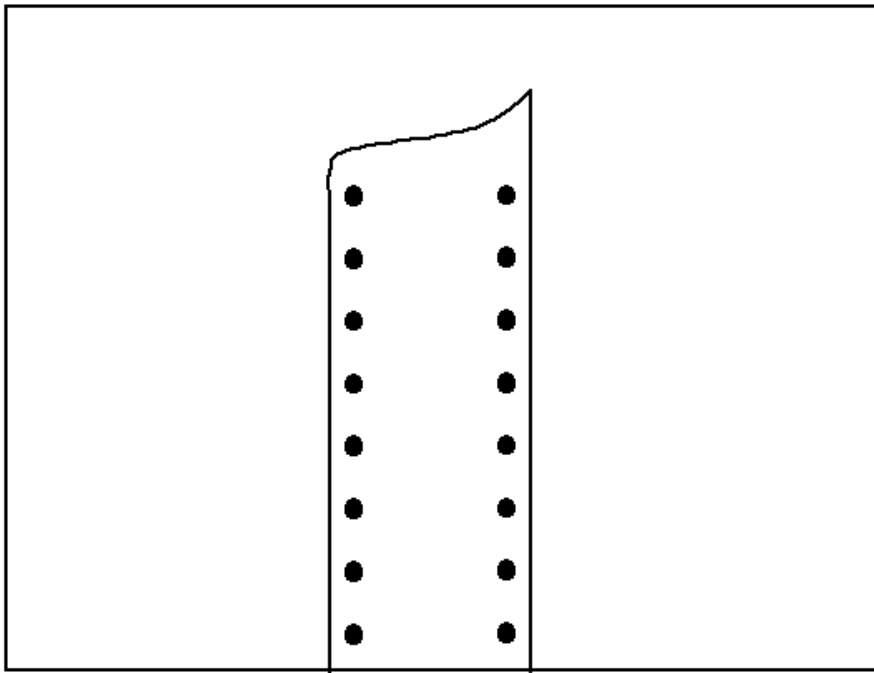


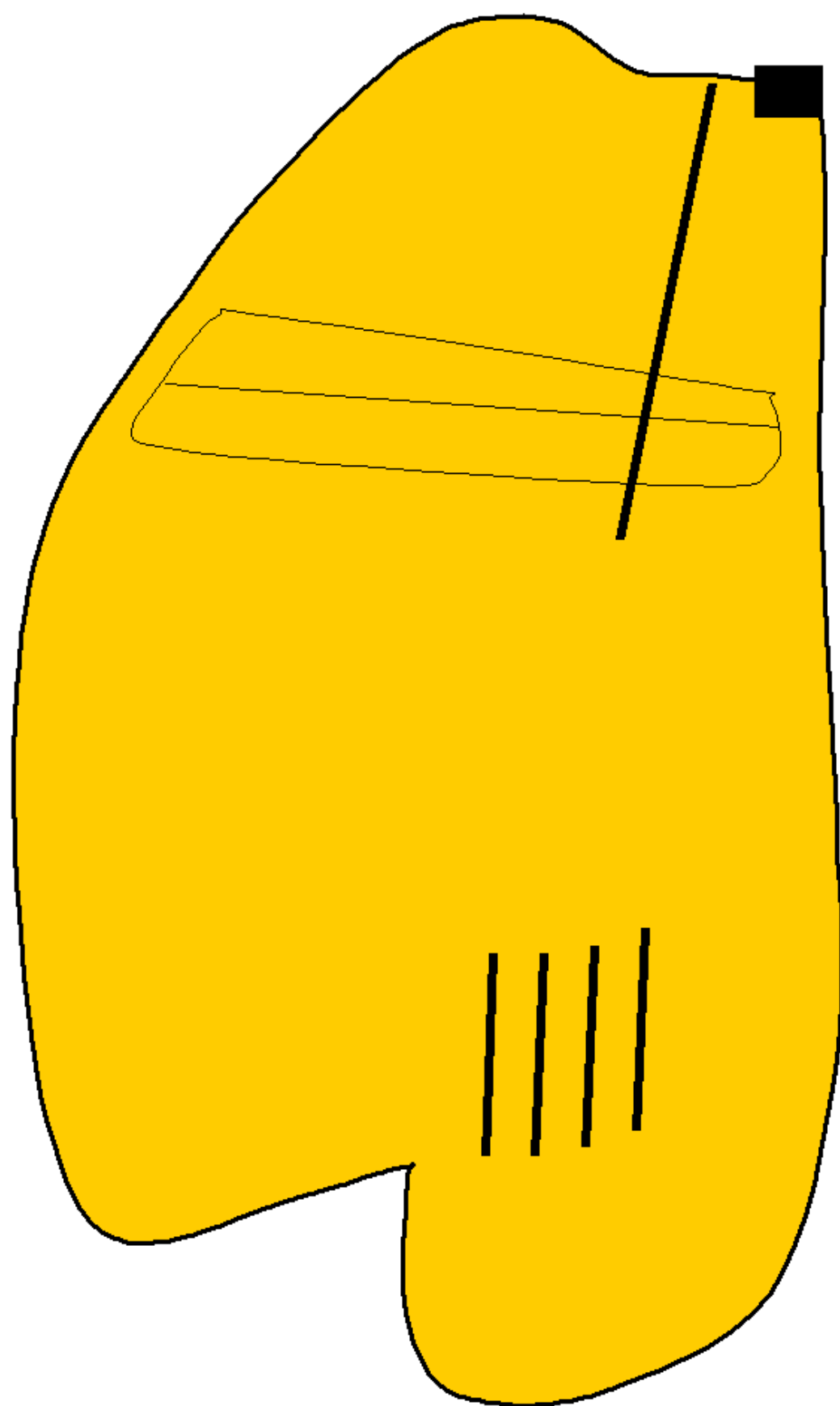


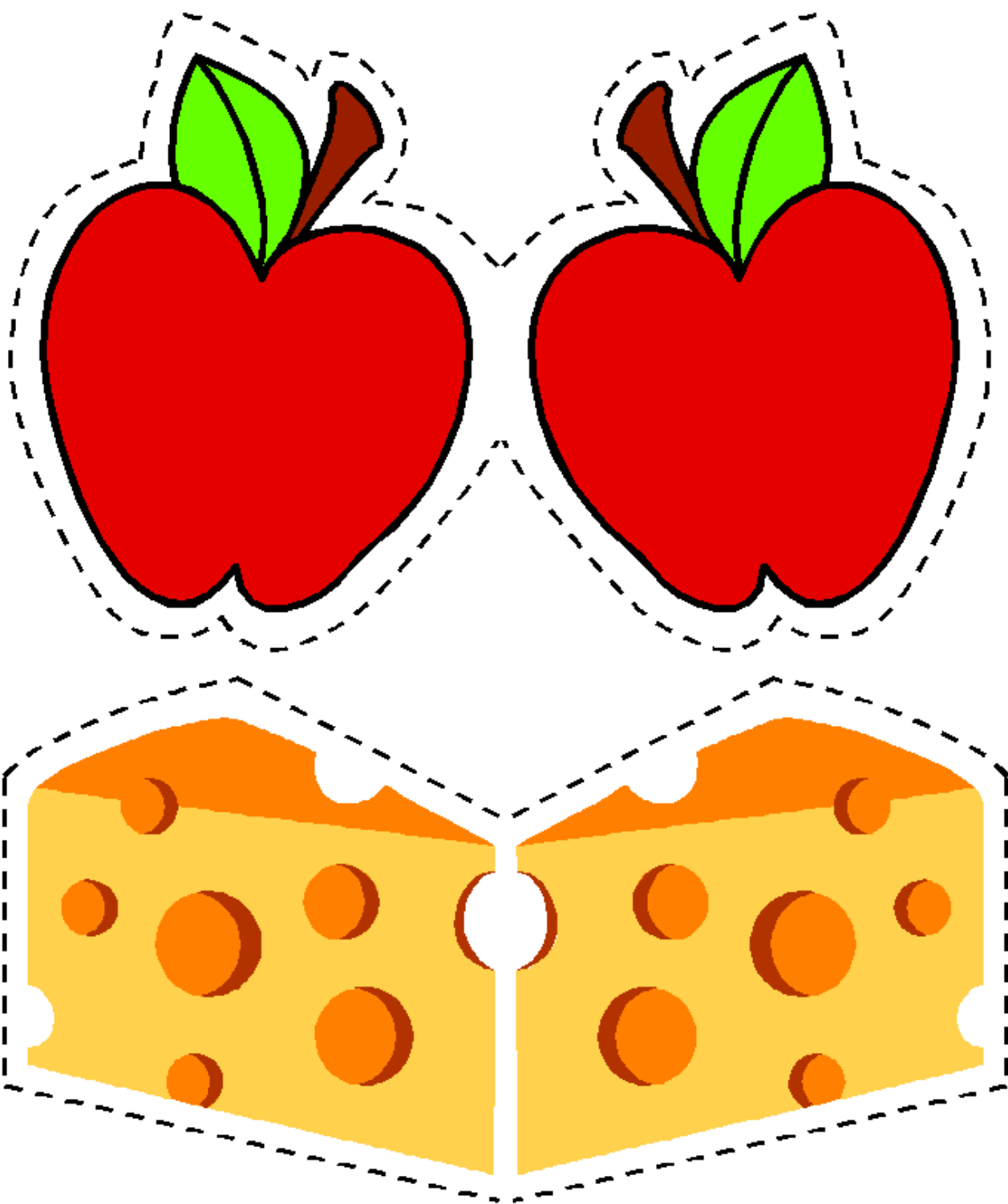


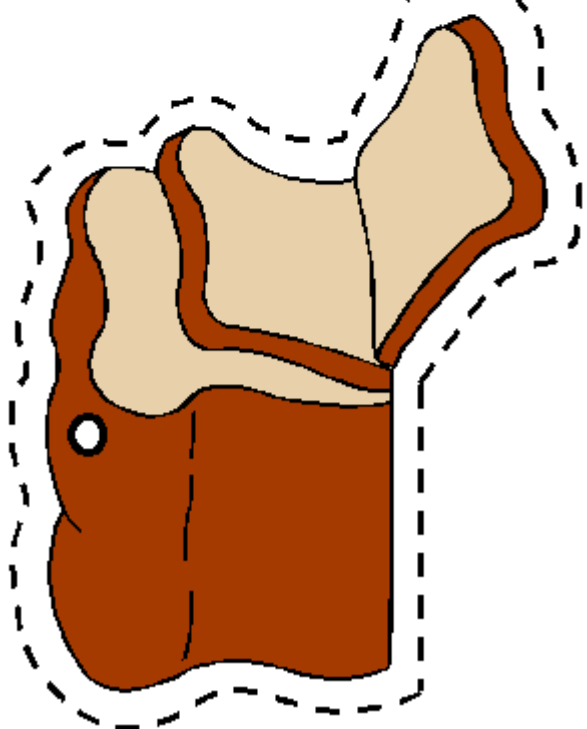
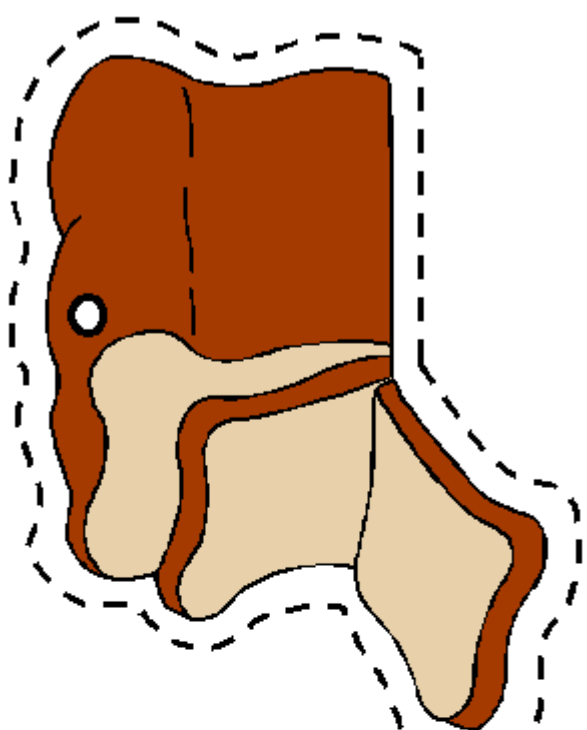
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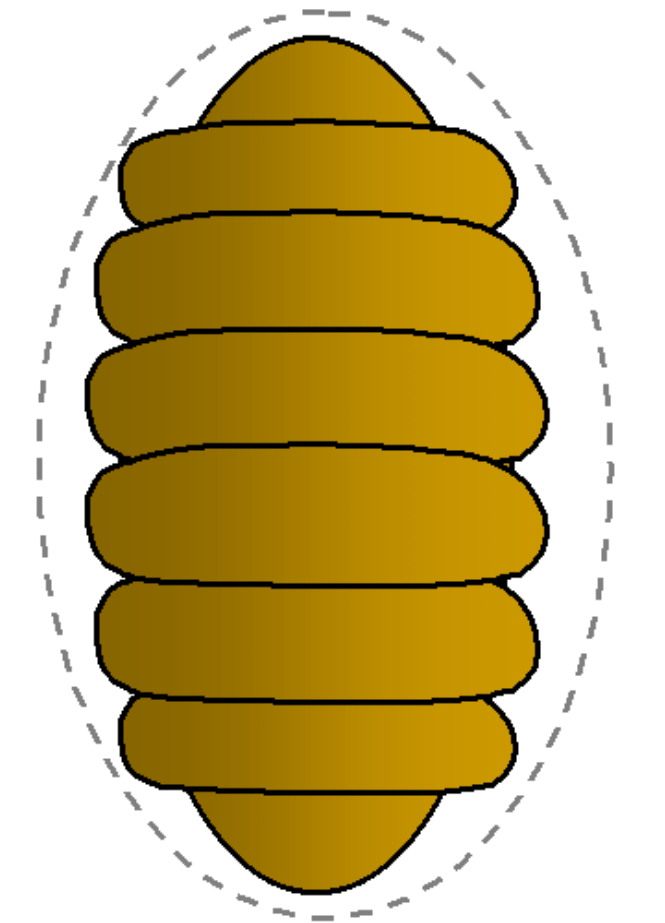
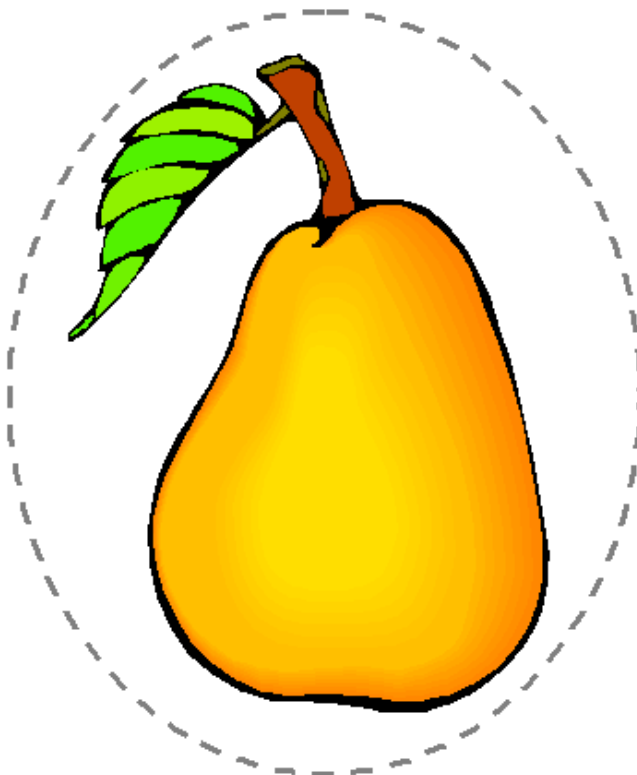
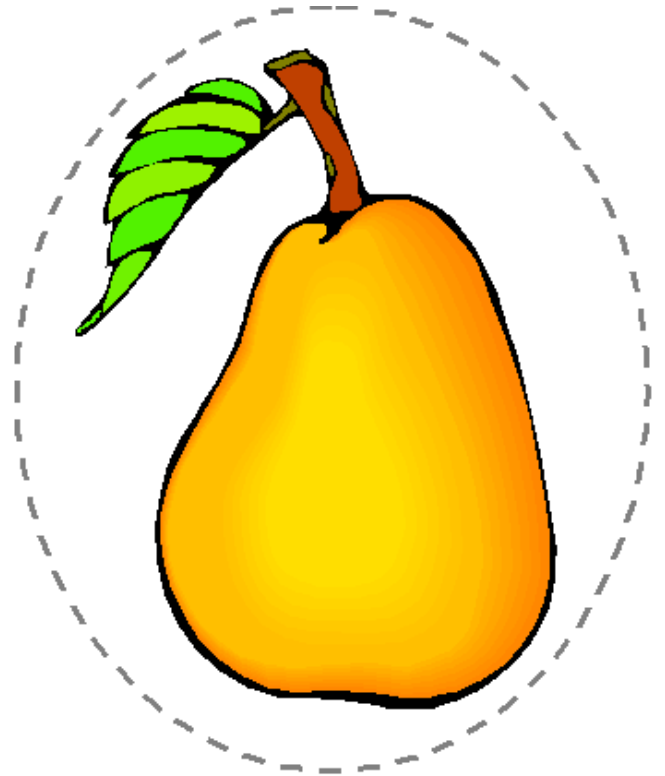
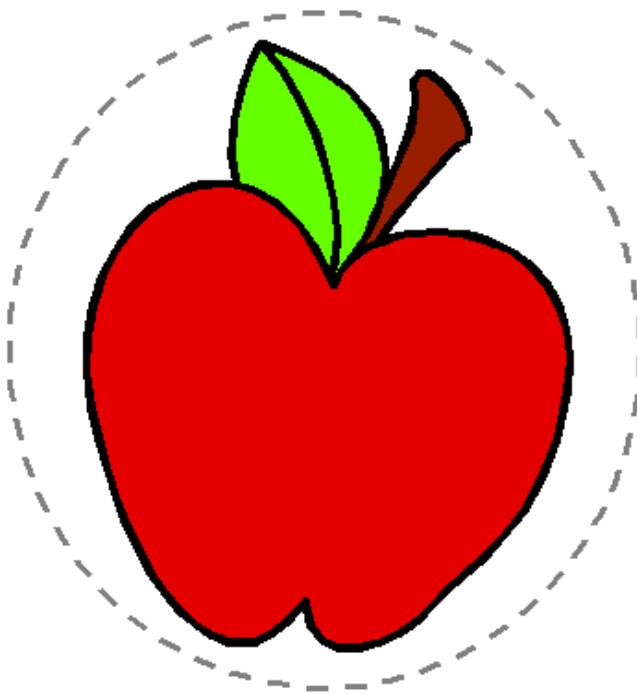


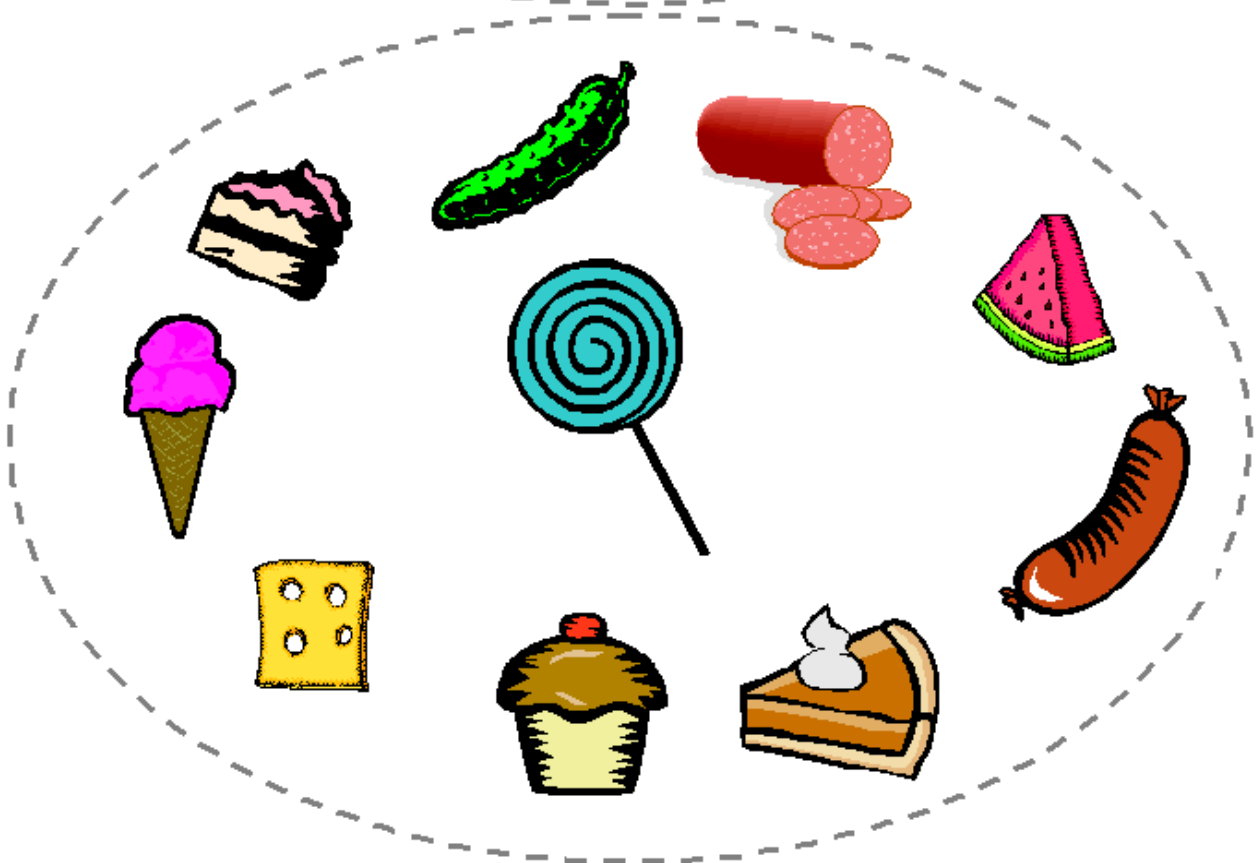
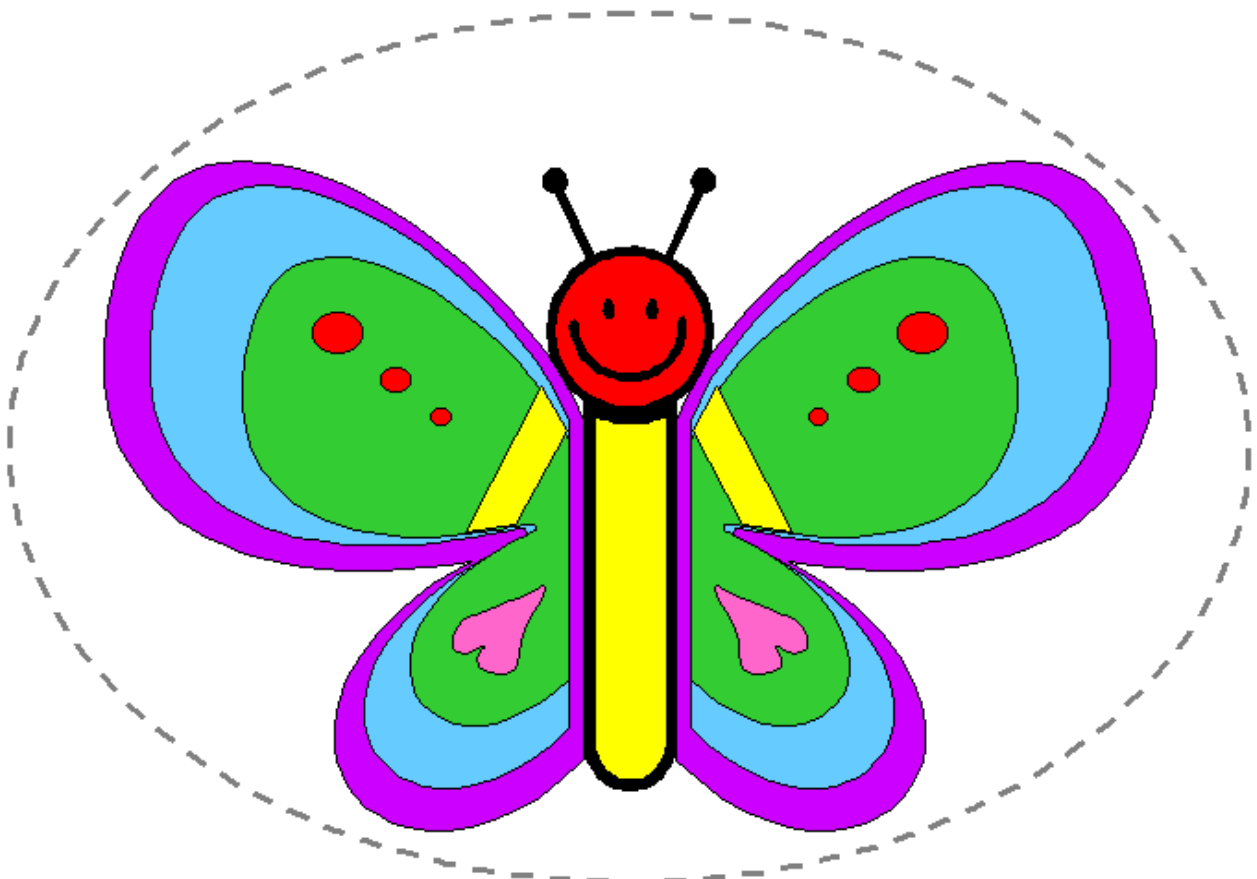


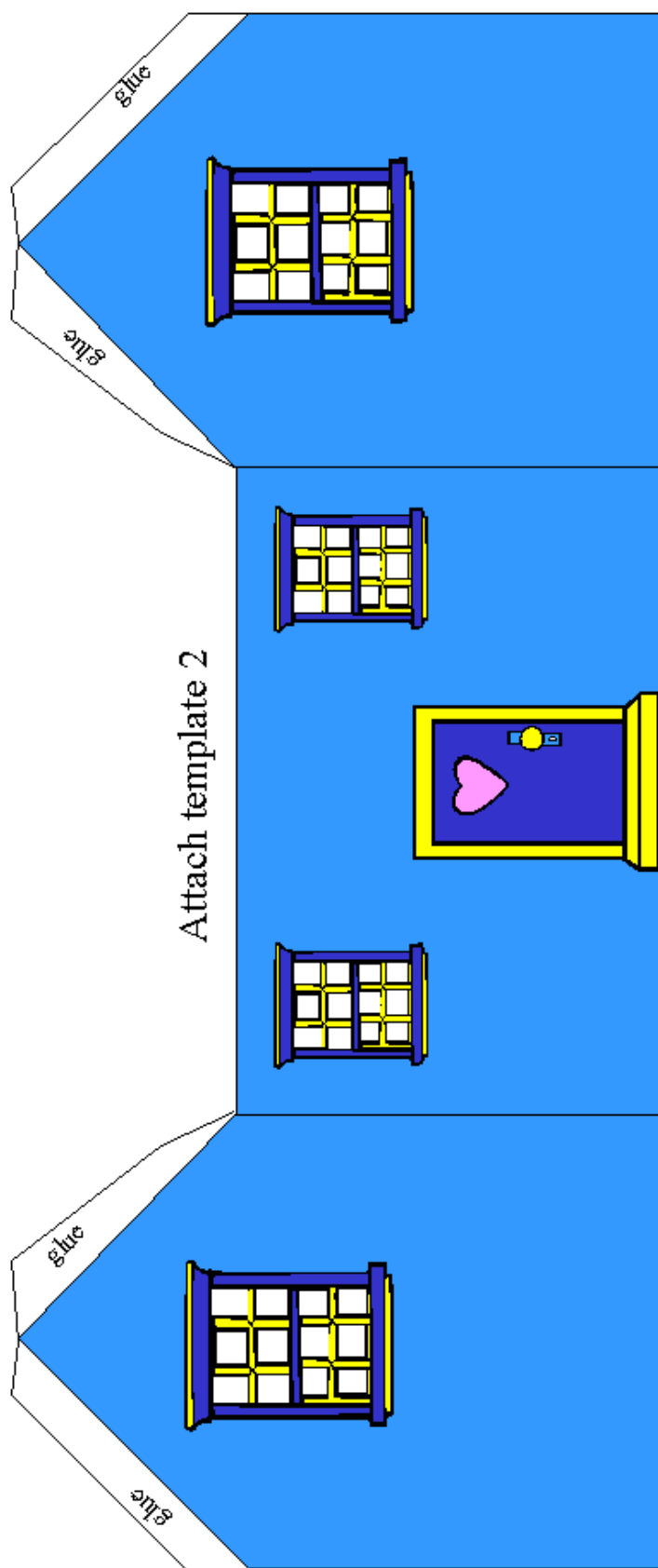










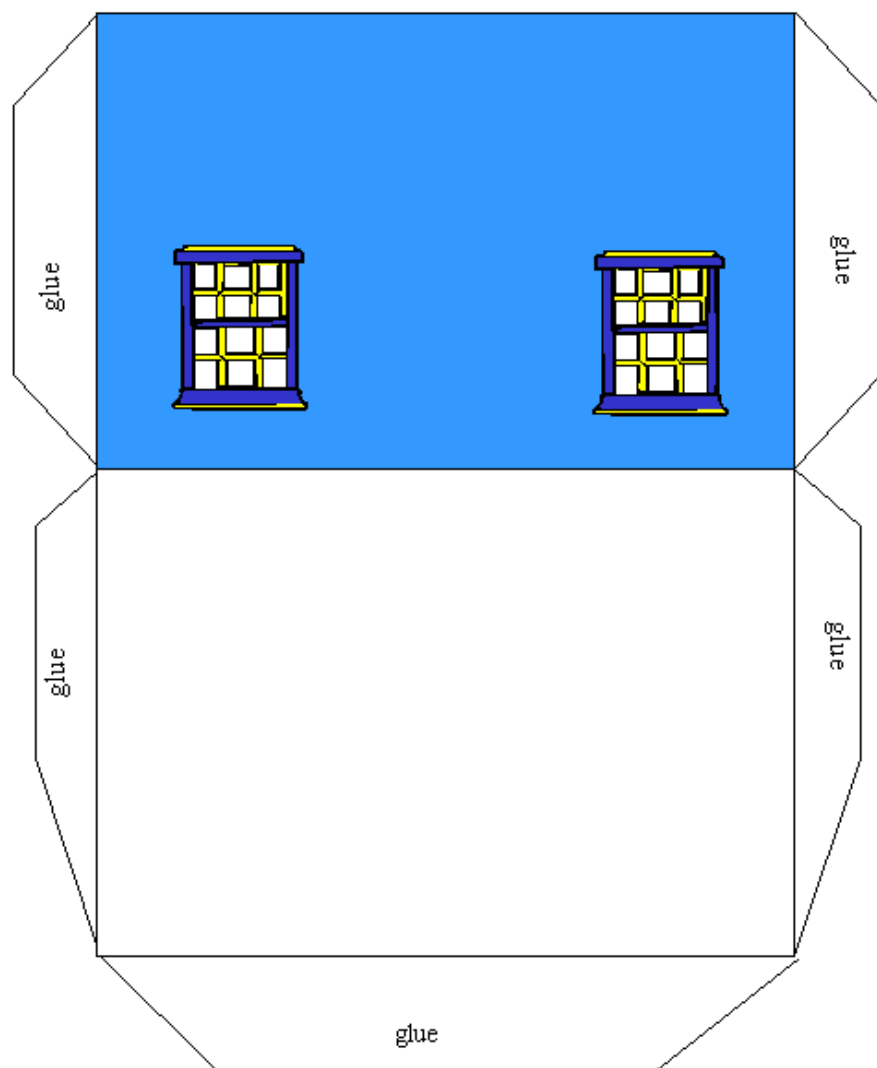


Paper house template 1

- Color
- Cut out
- Fold along solid lines
- Glue where indicated

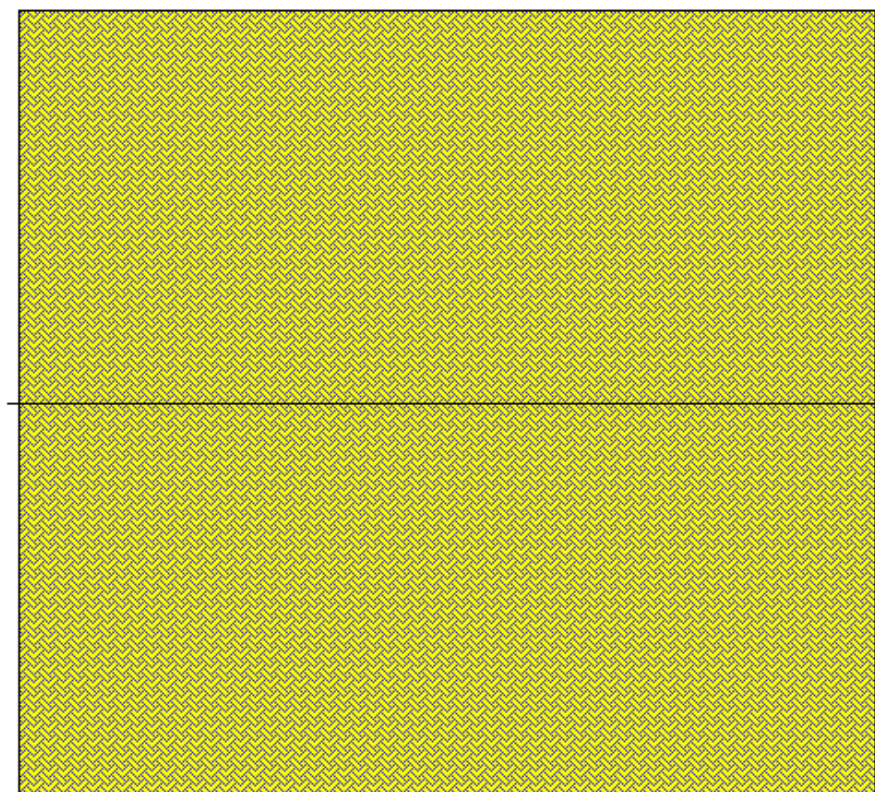
Paper house template 2

- Color
- Cut out
- Fold along solid lines
- Glue where indicated

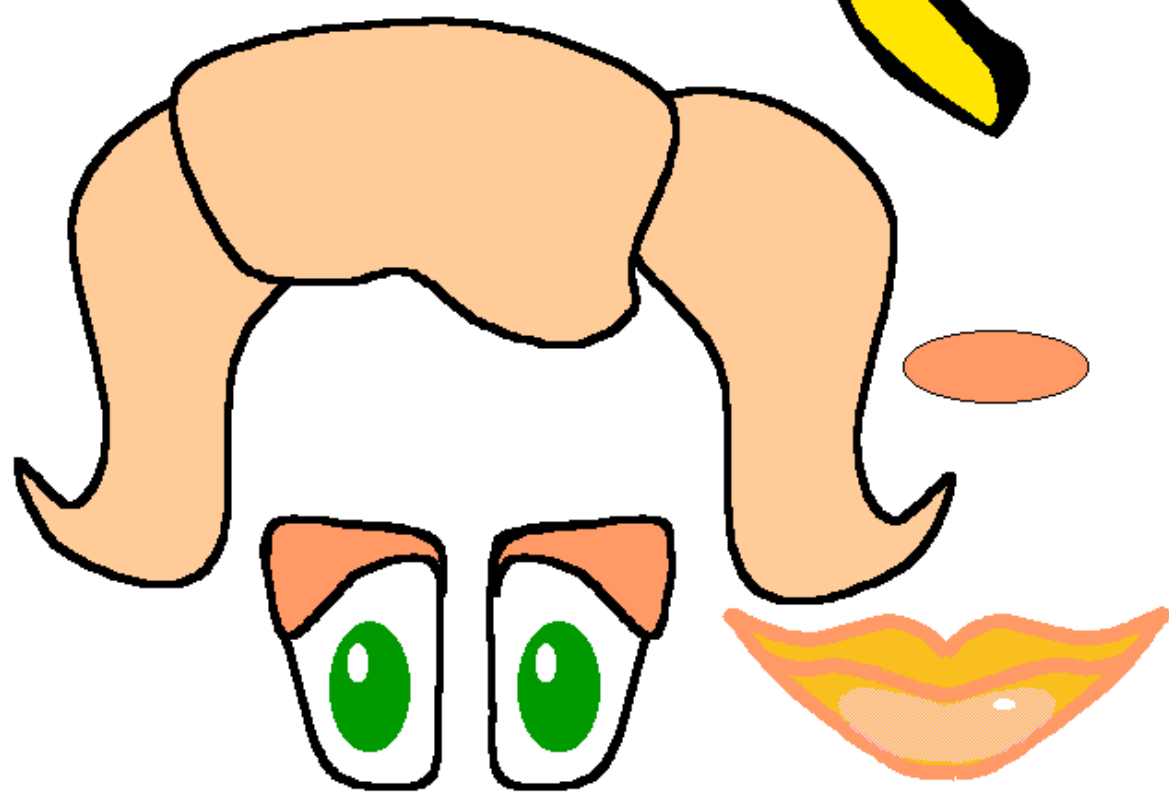
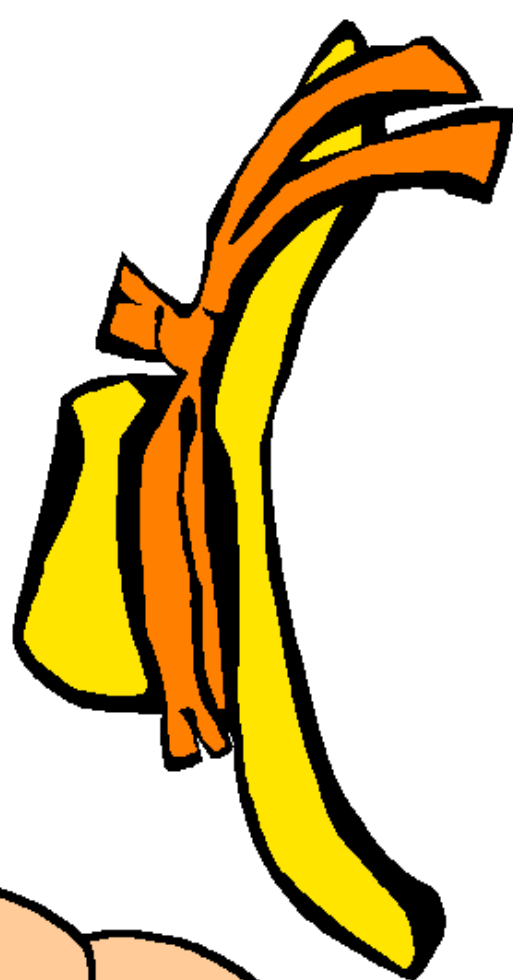


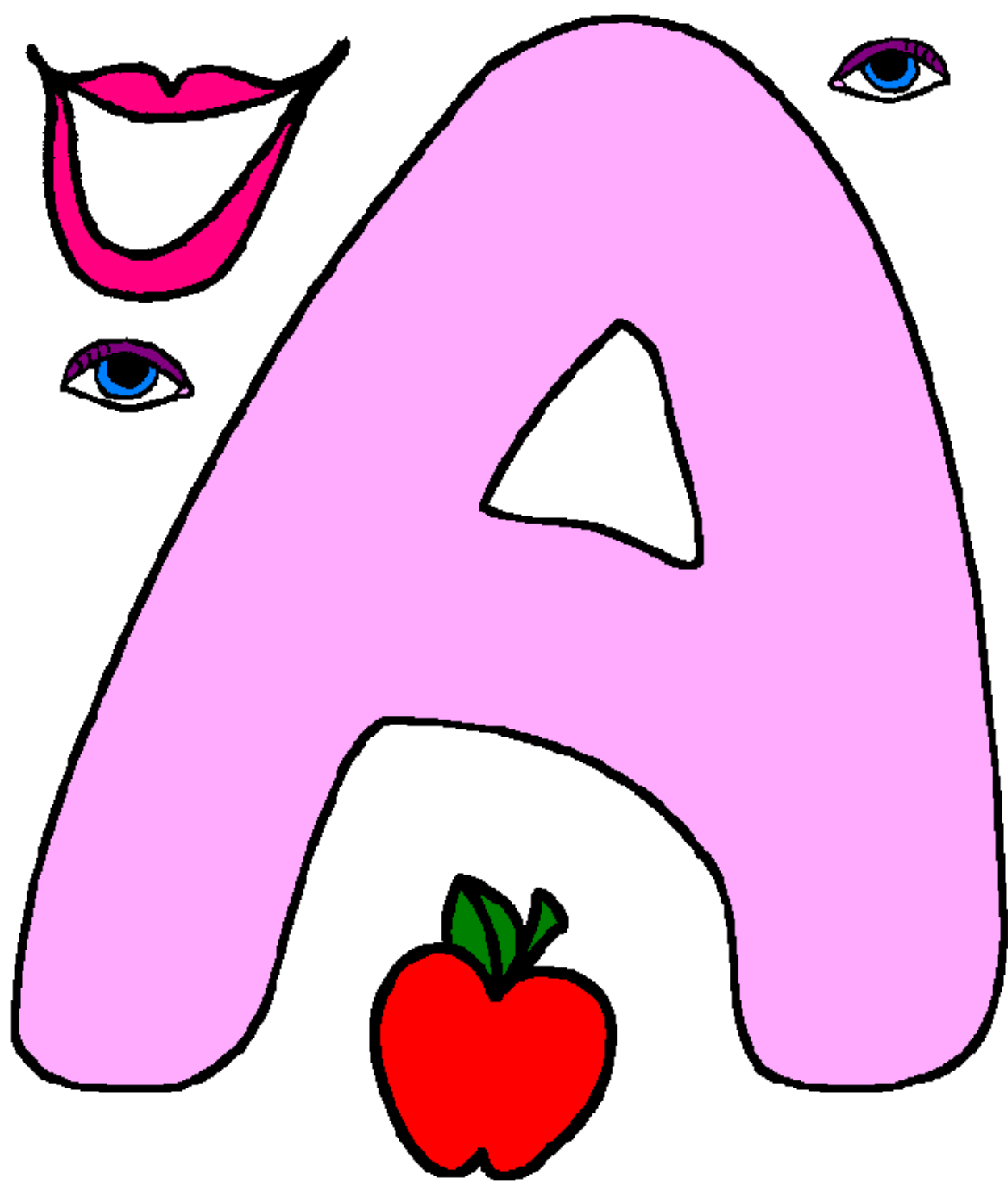
Paper house template 3 - roof

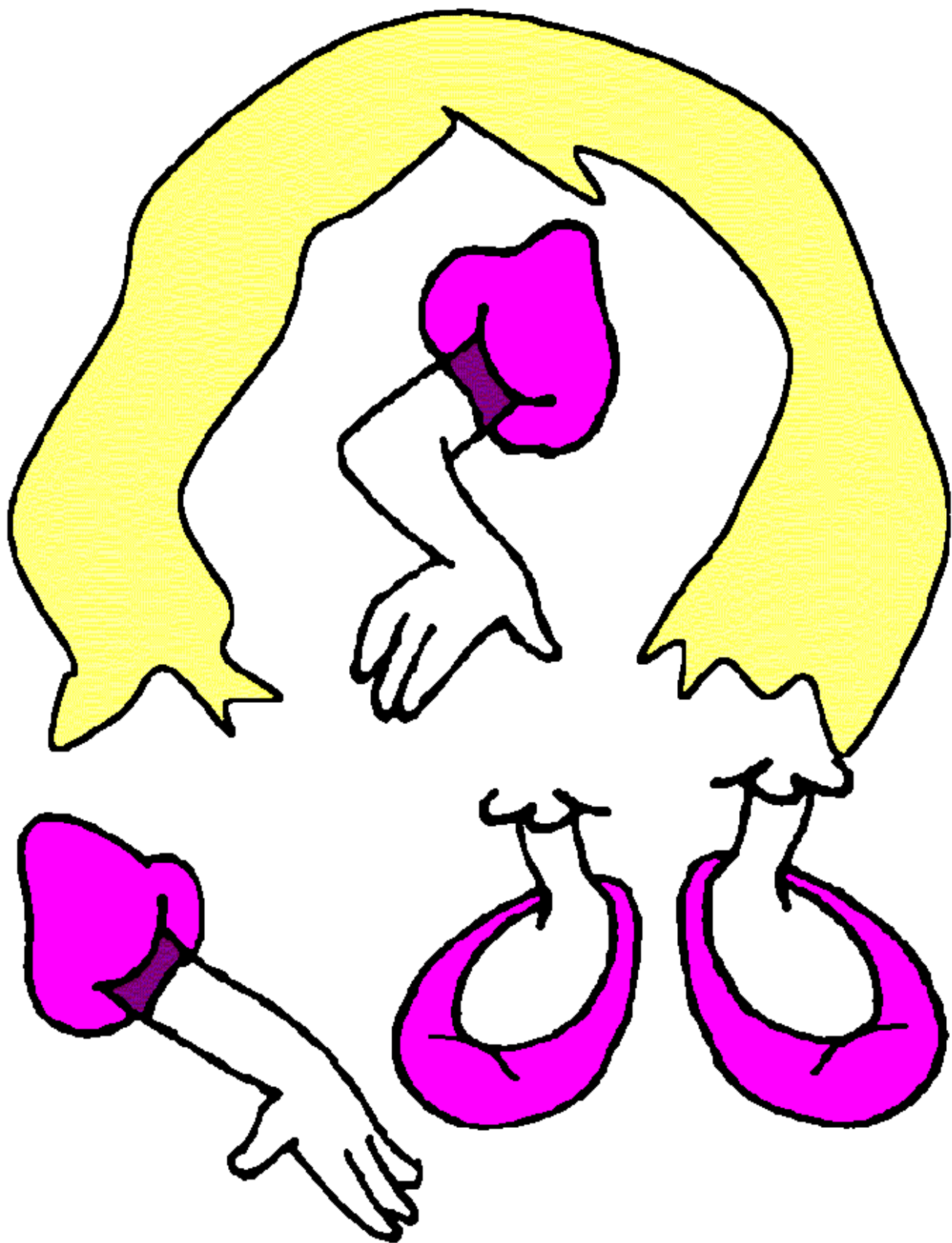
- Color
- Cut out
- Fold along solid lines
- Fold and place over the house

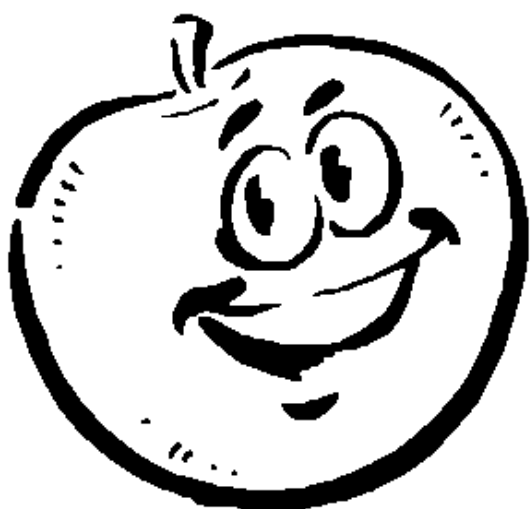


N









A is for
apple

a a a a a

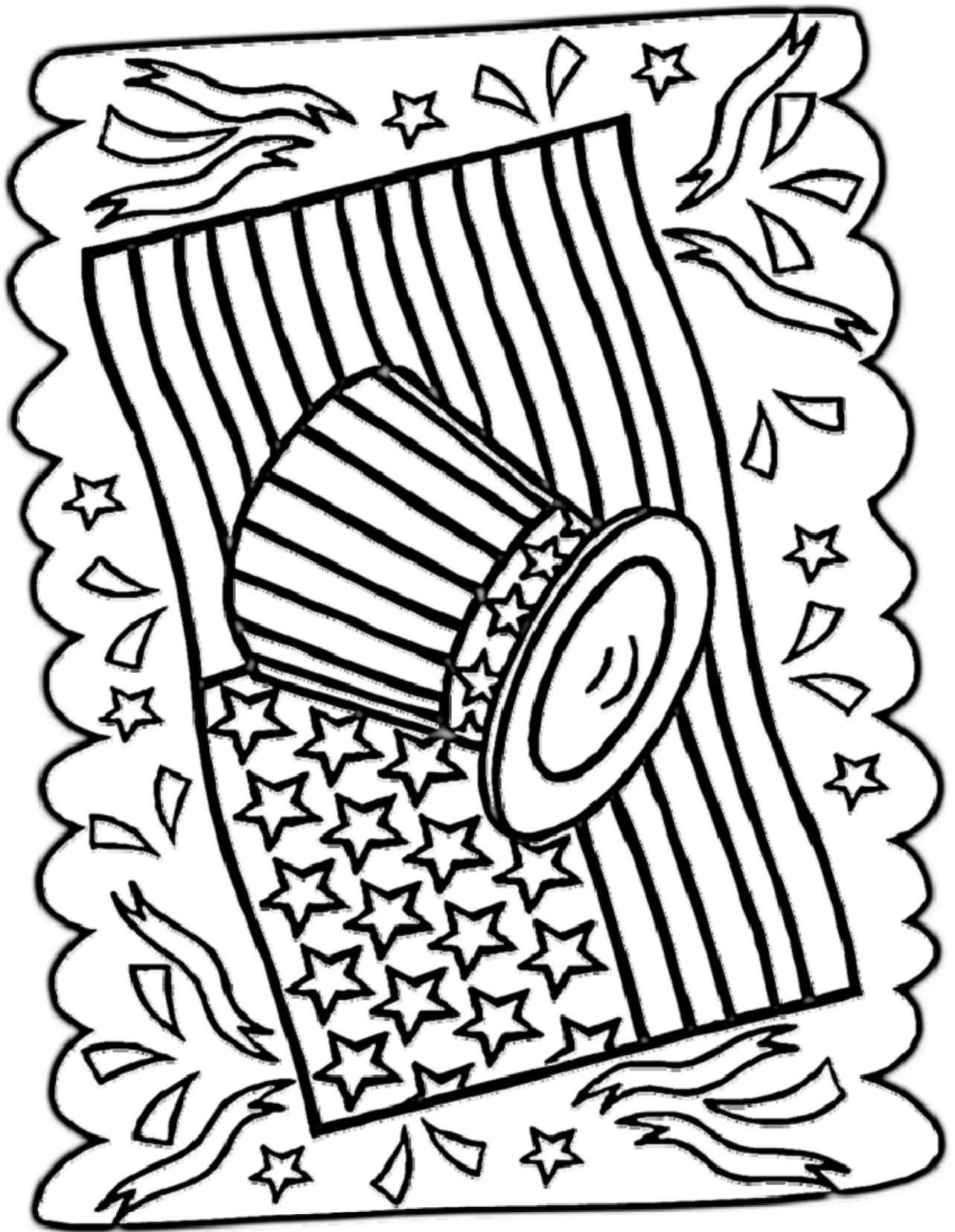
a a a a a

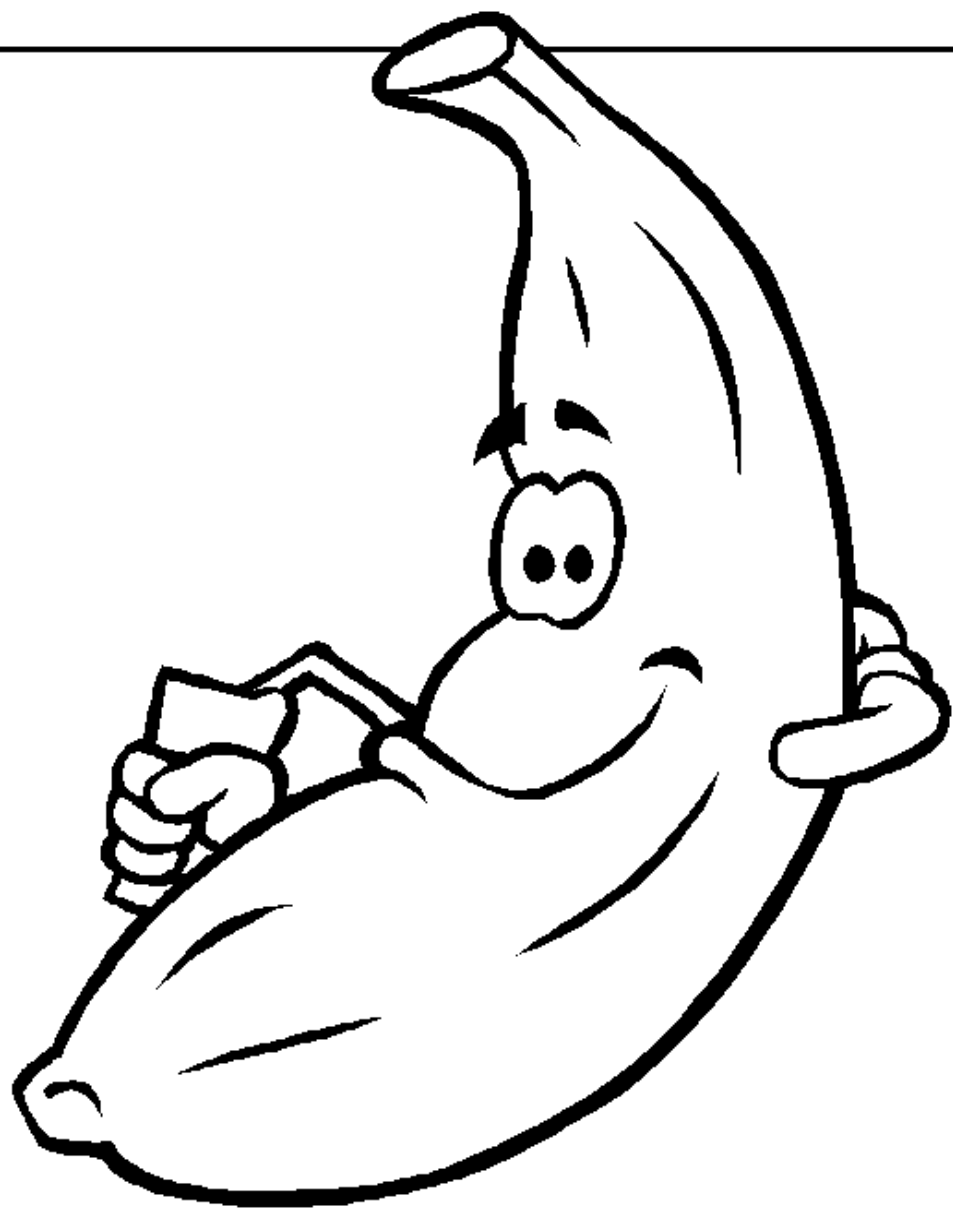
a a a a a

a a a a a

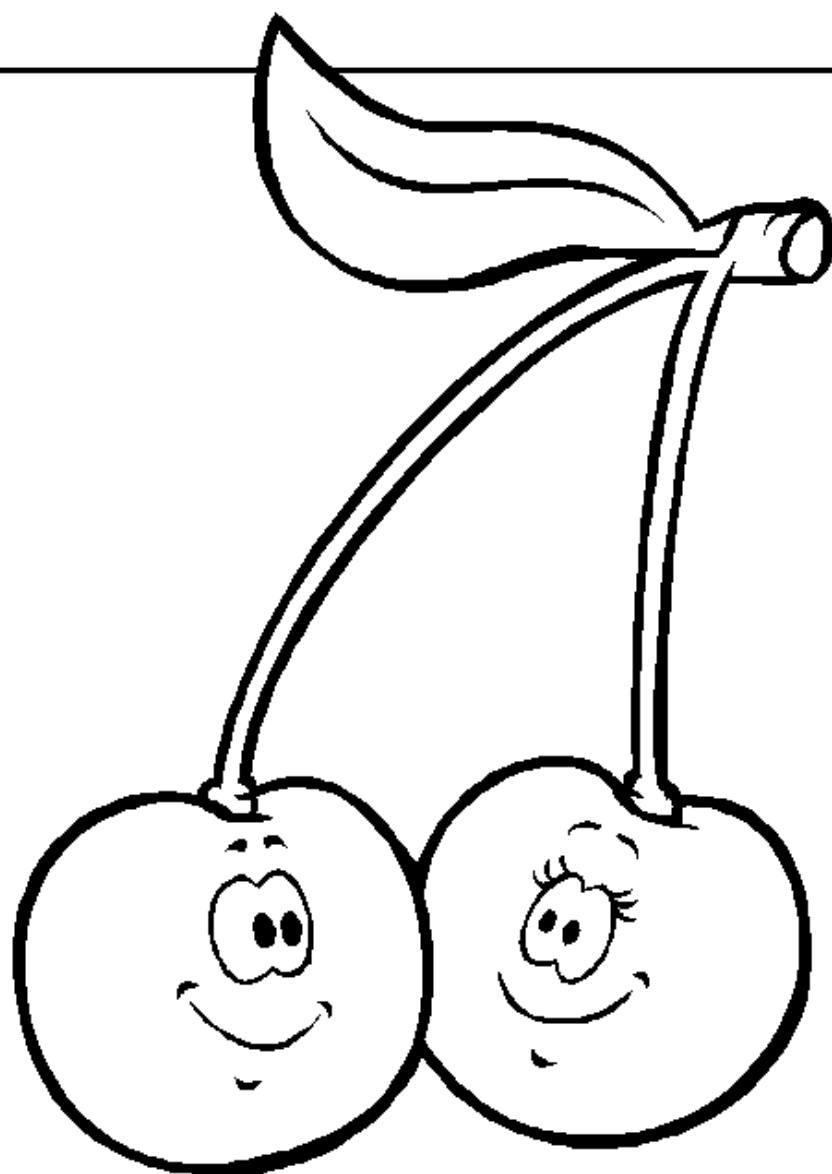




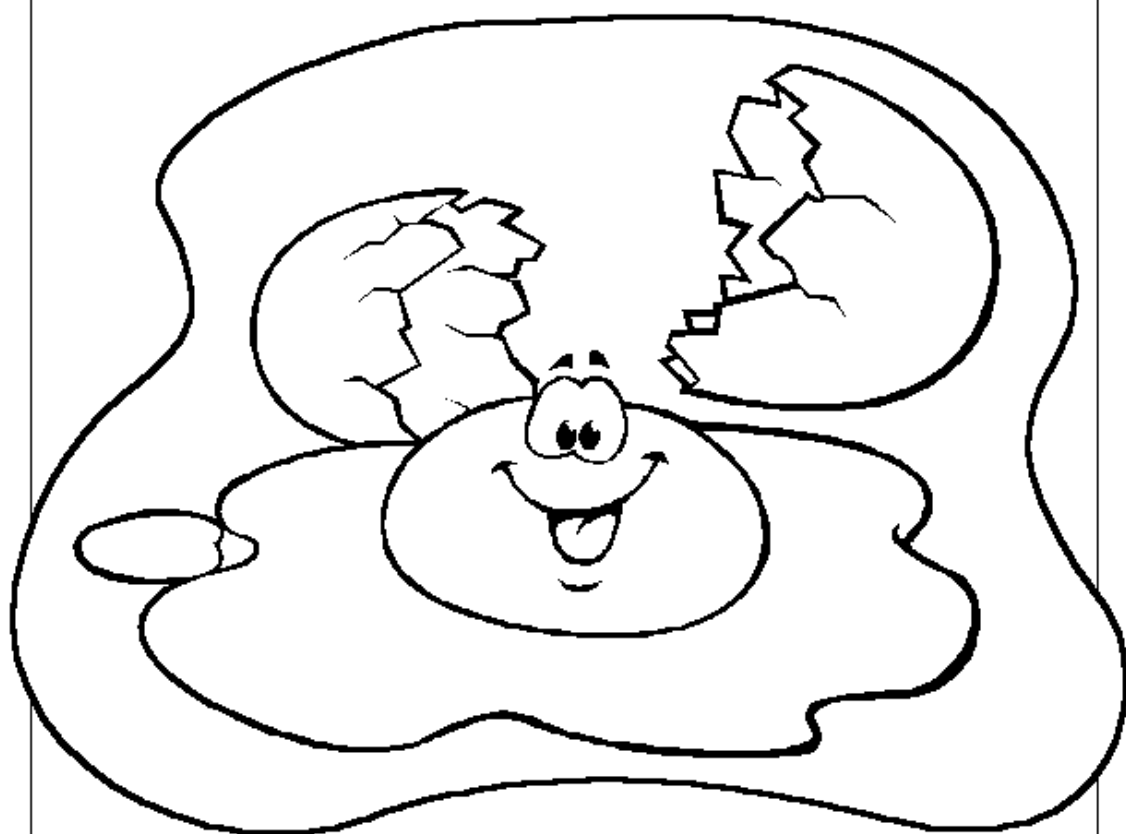




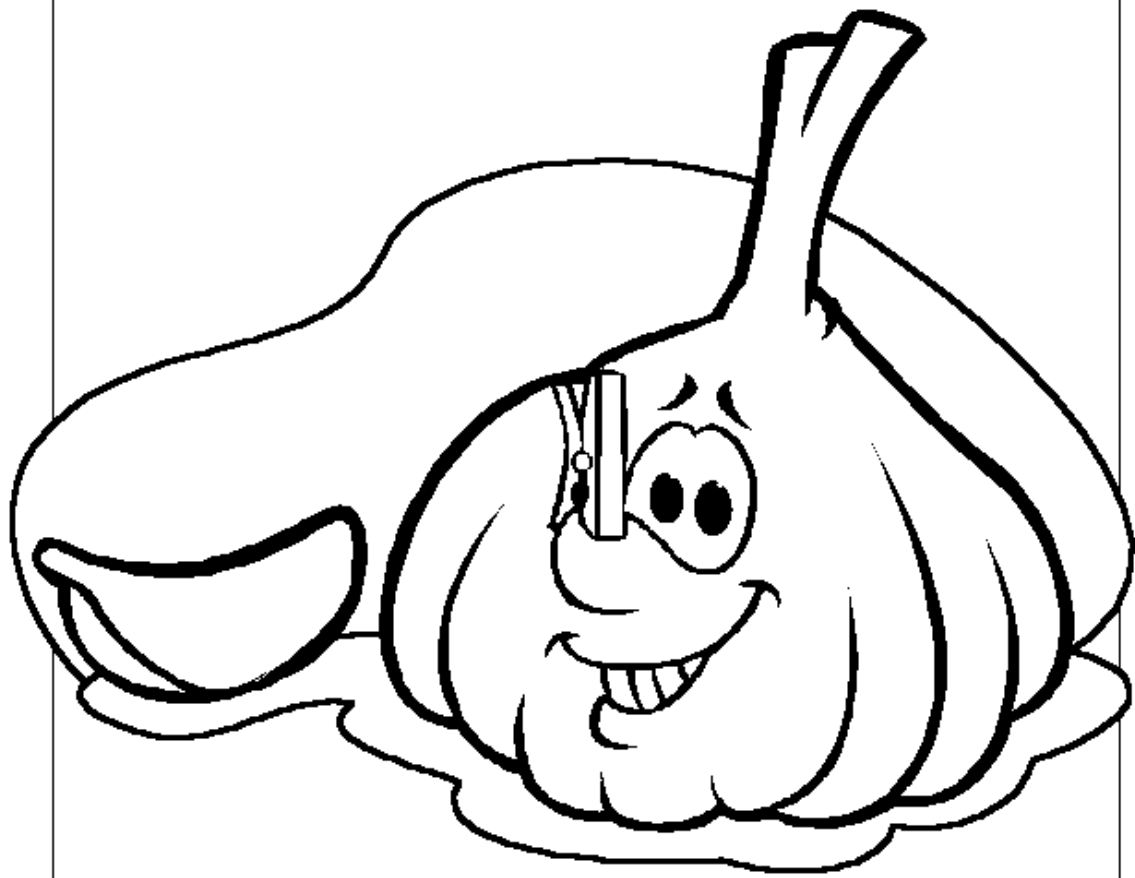
Bb is for
Banana



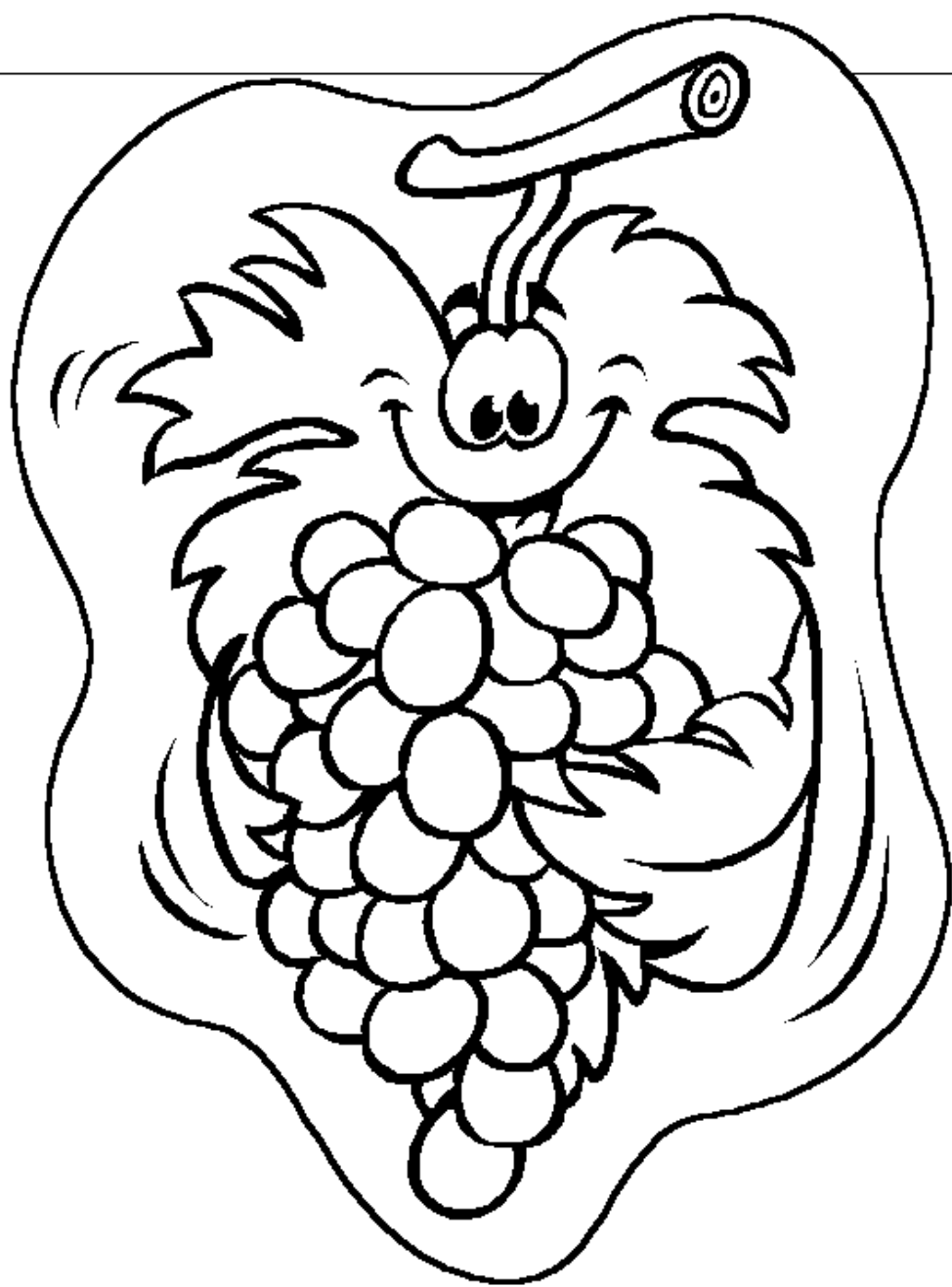
Cc is for
Cherries



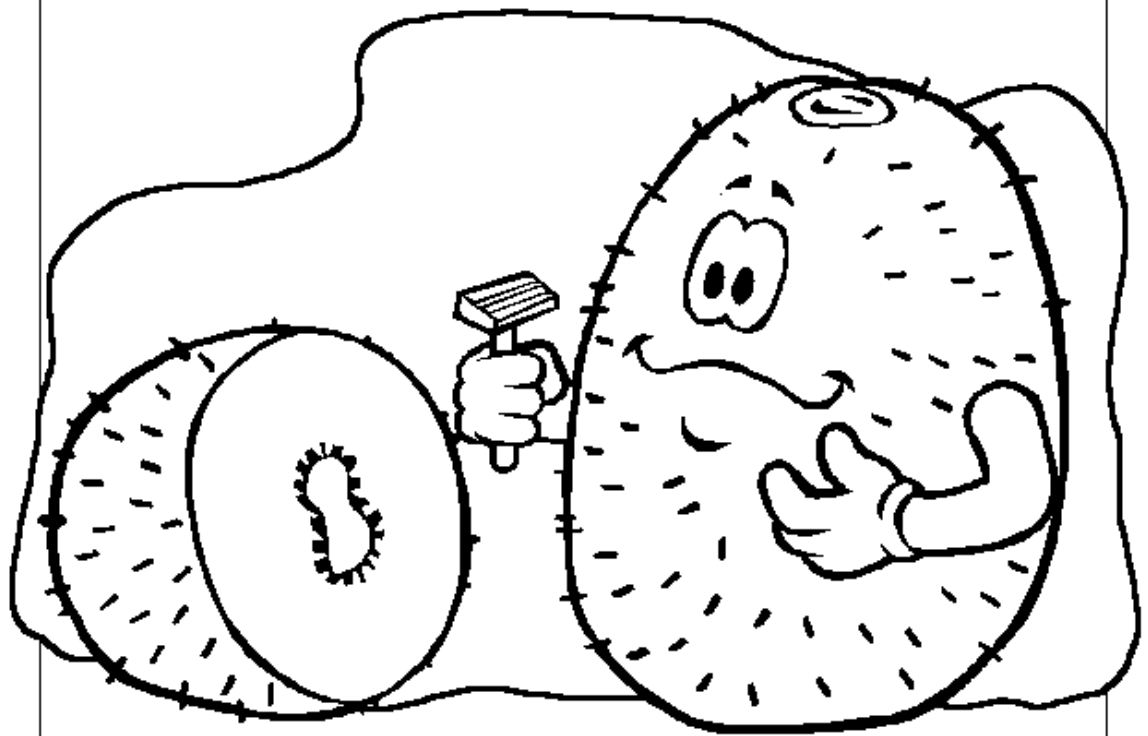
Ee is for
Egg



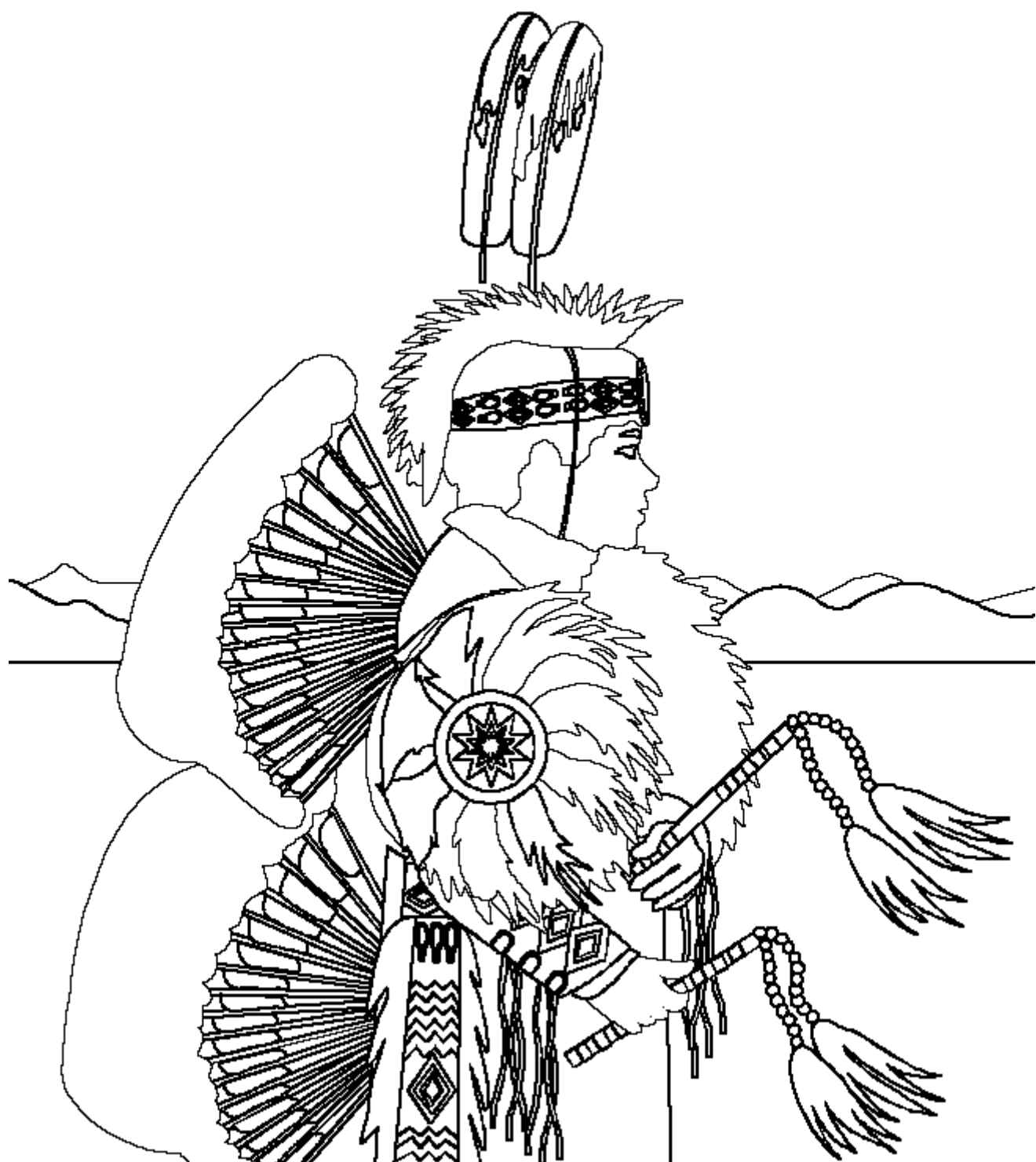
Gg is for
Garlic



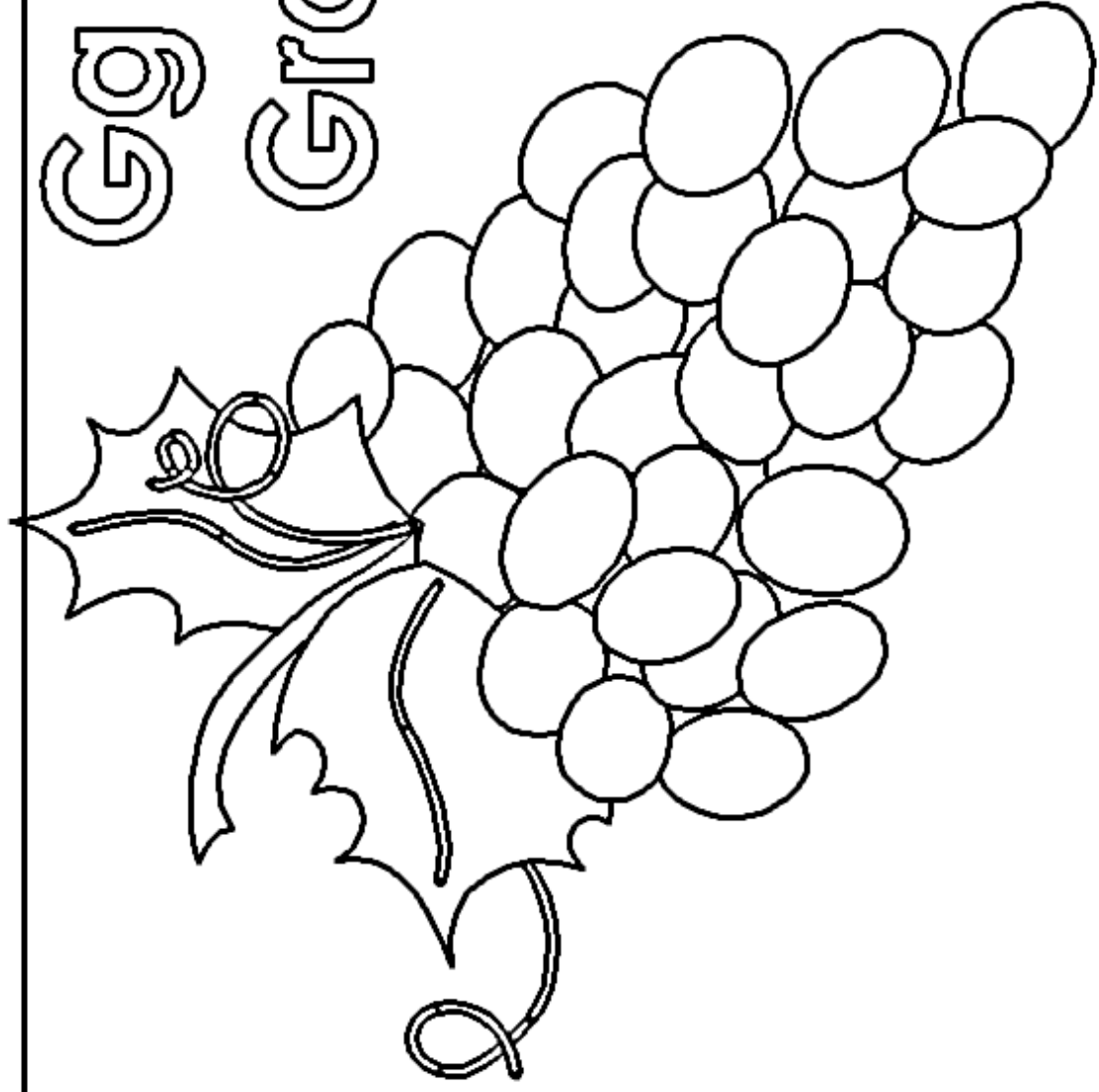
Gg is for Grapes



Kk is for
Kiwi



Gg is for
Grapes

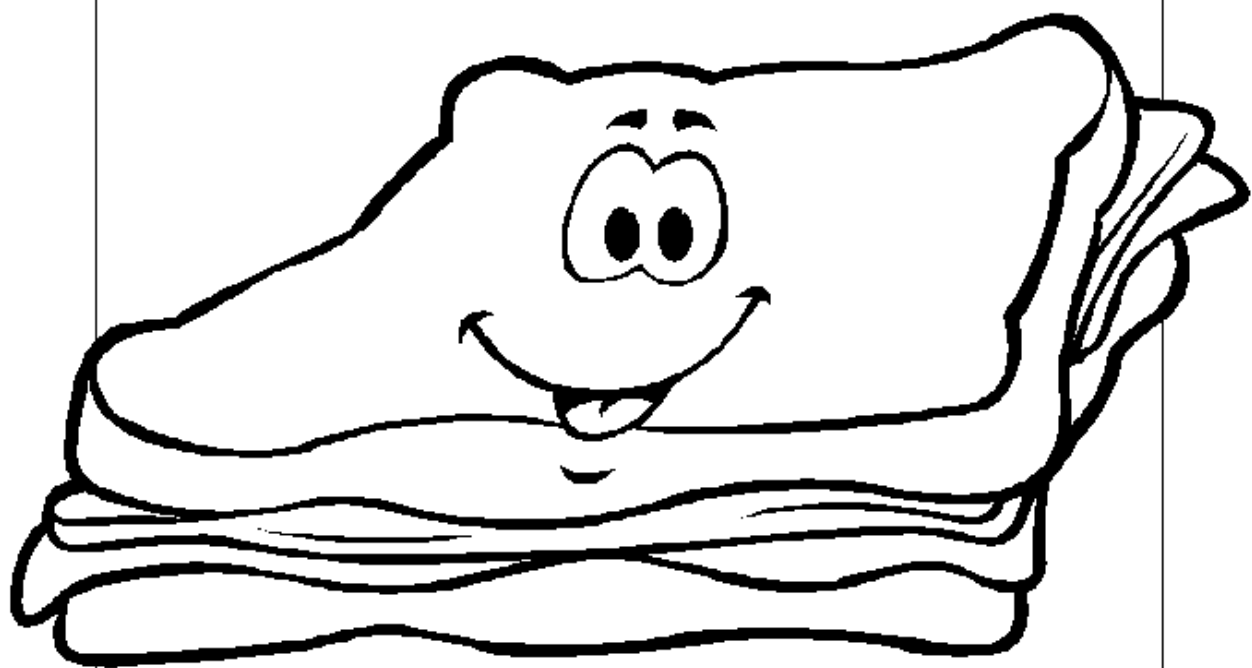


W
A
S
H
I
N
G
T
O
N

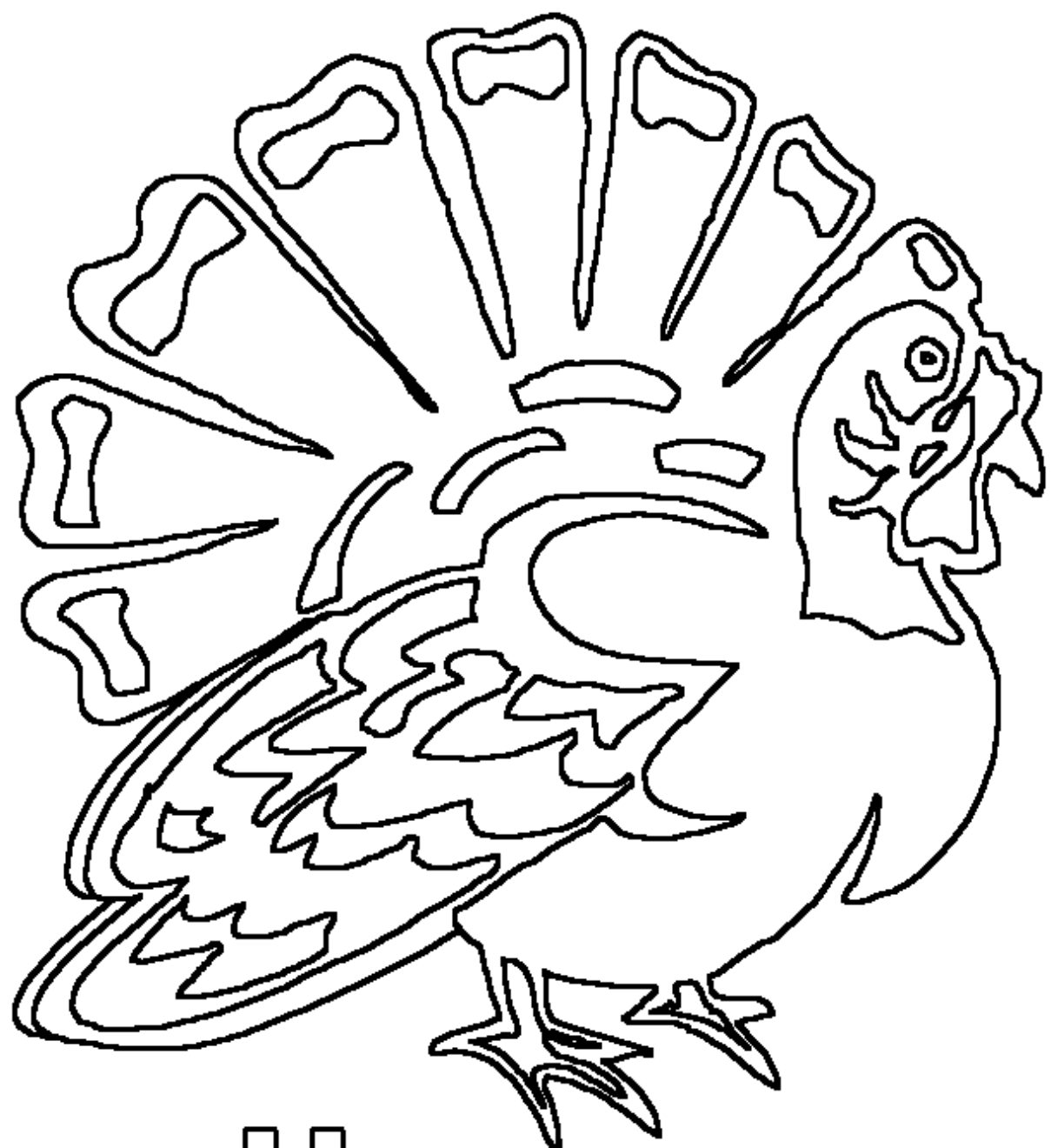




George
Washington

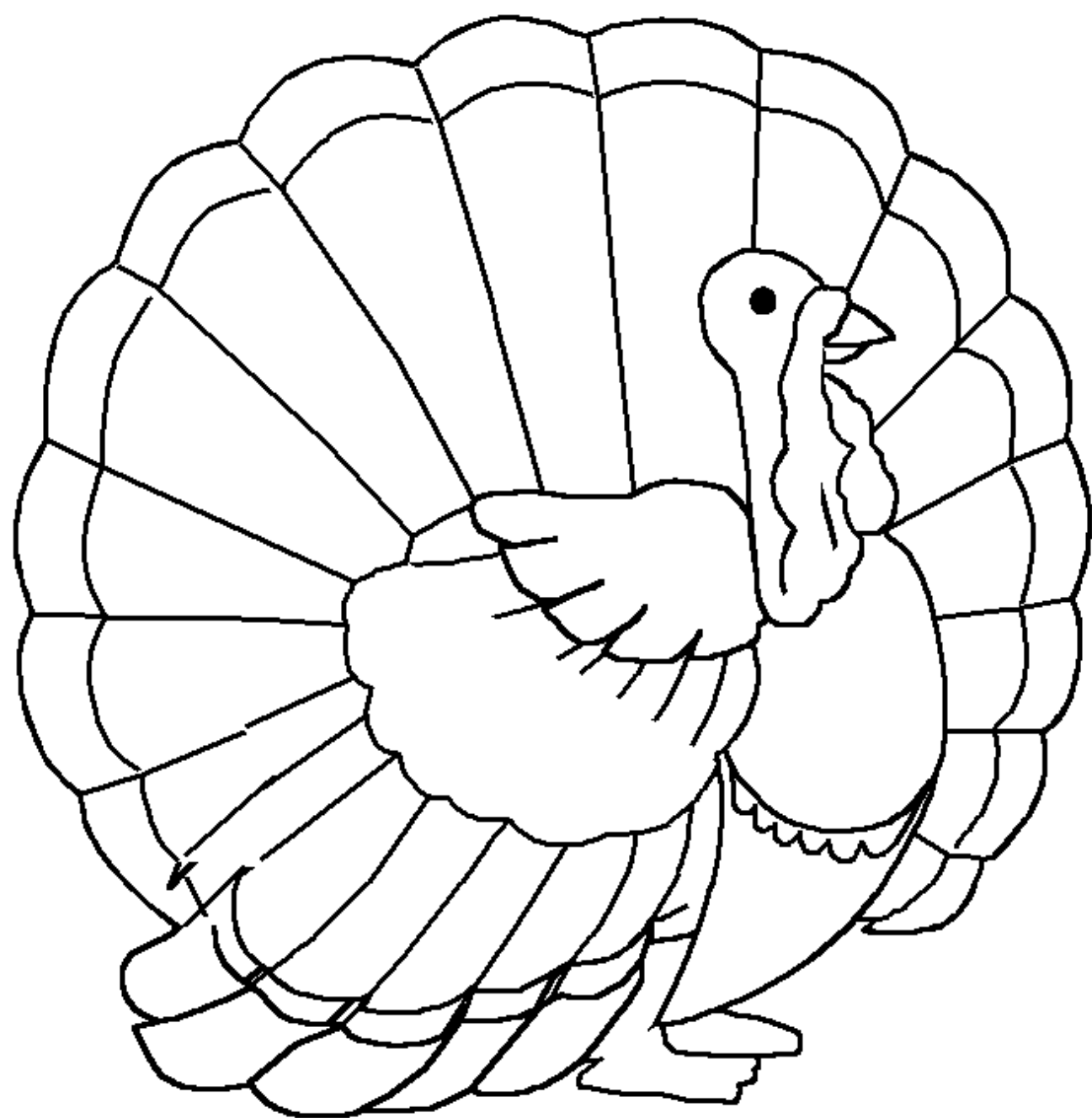


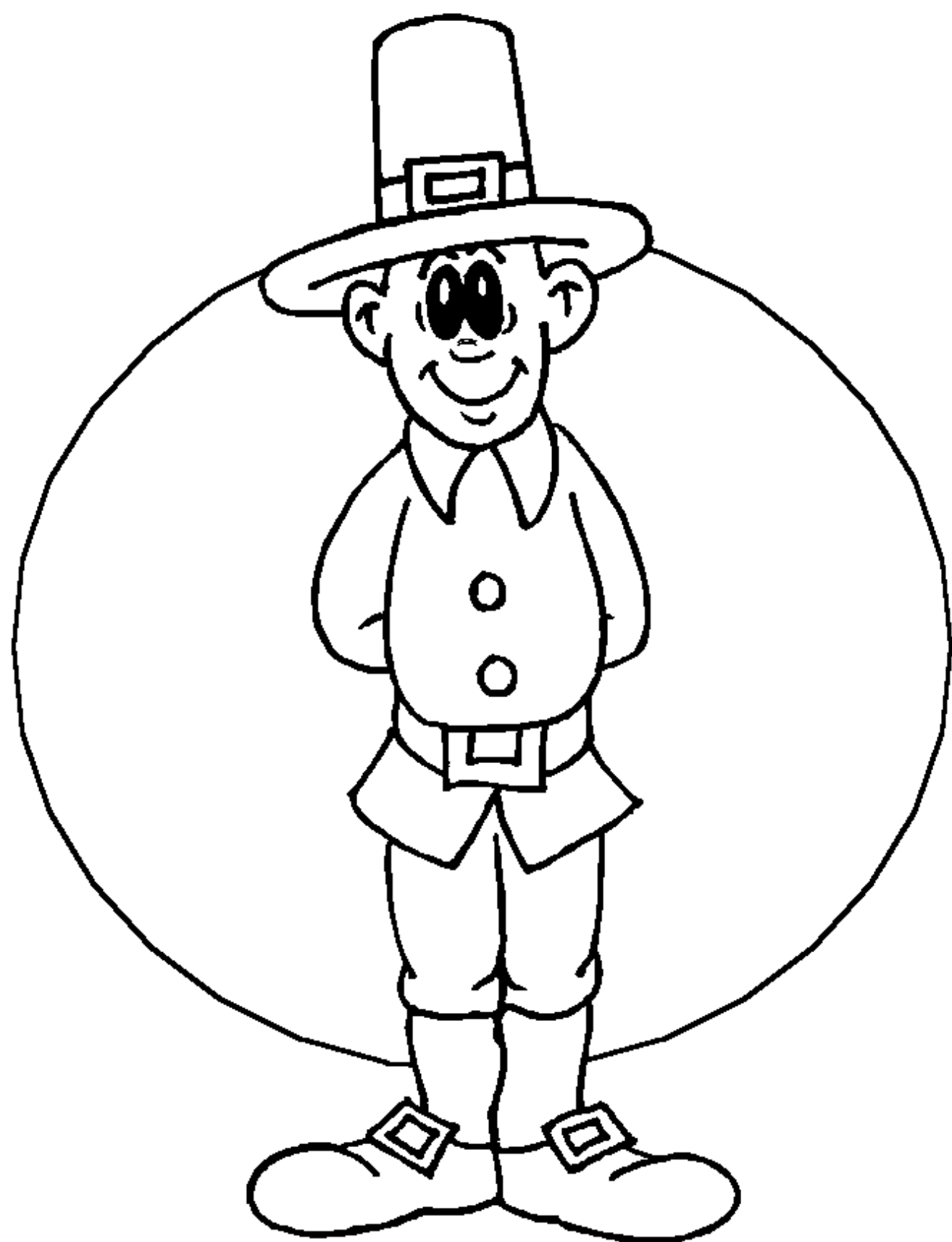
Ss is for
Sandwich



Happy
Thanksgiving!





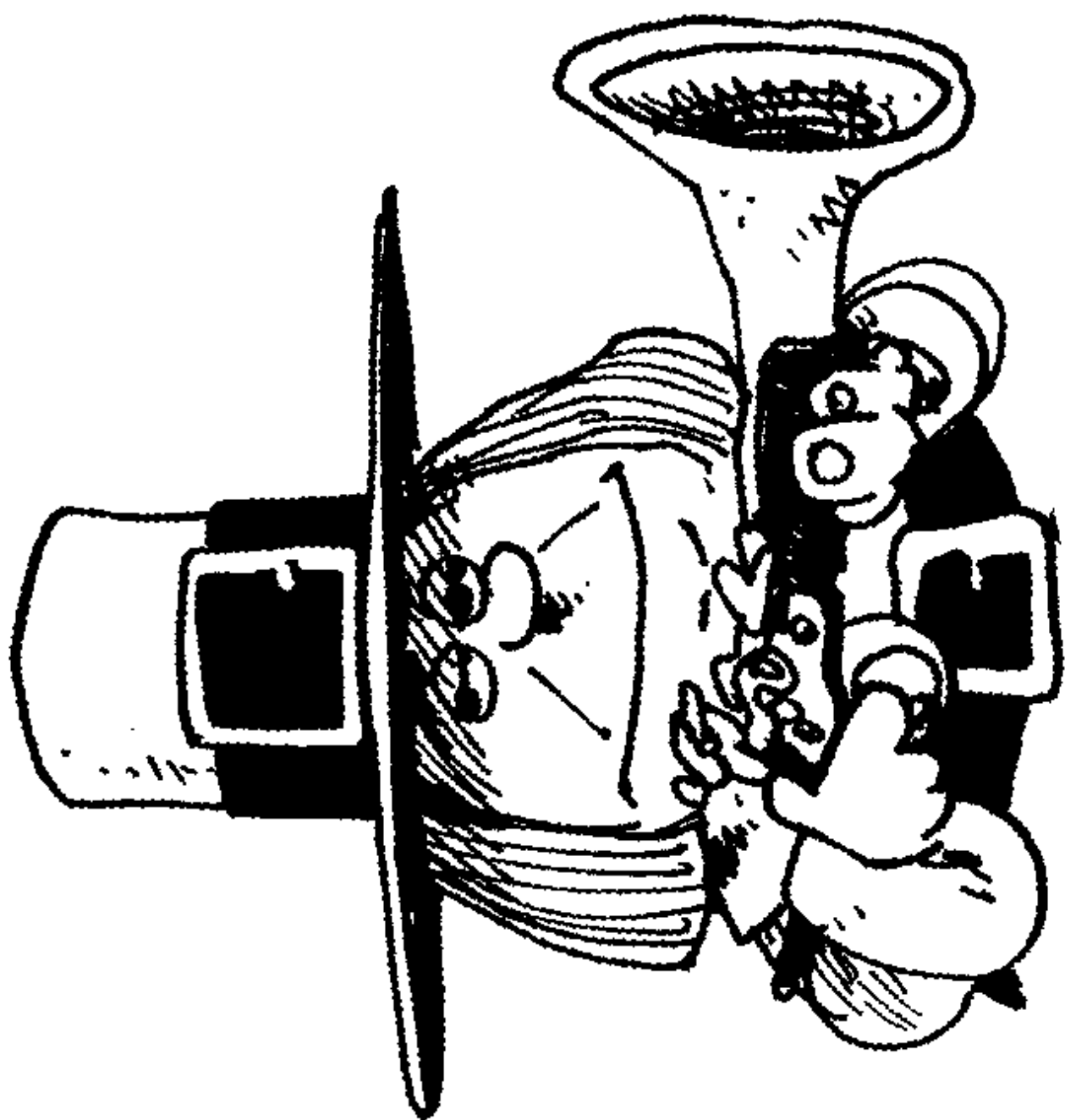




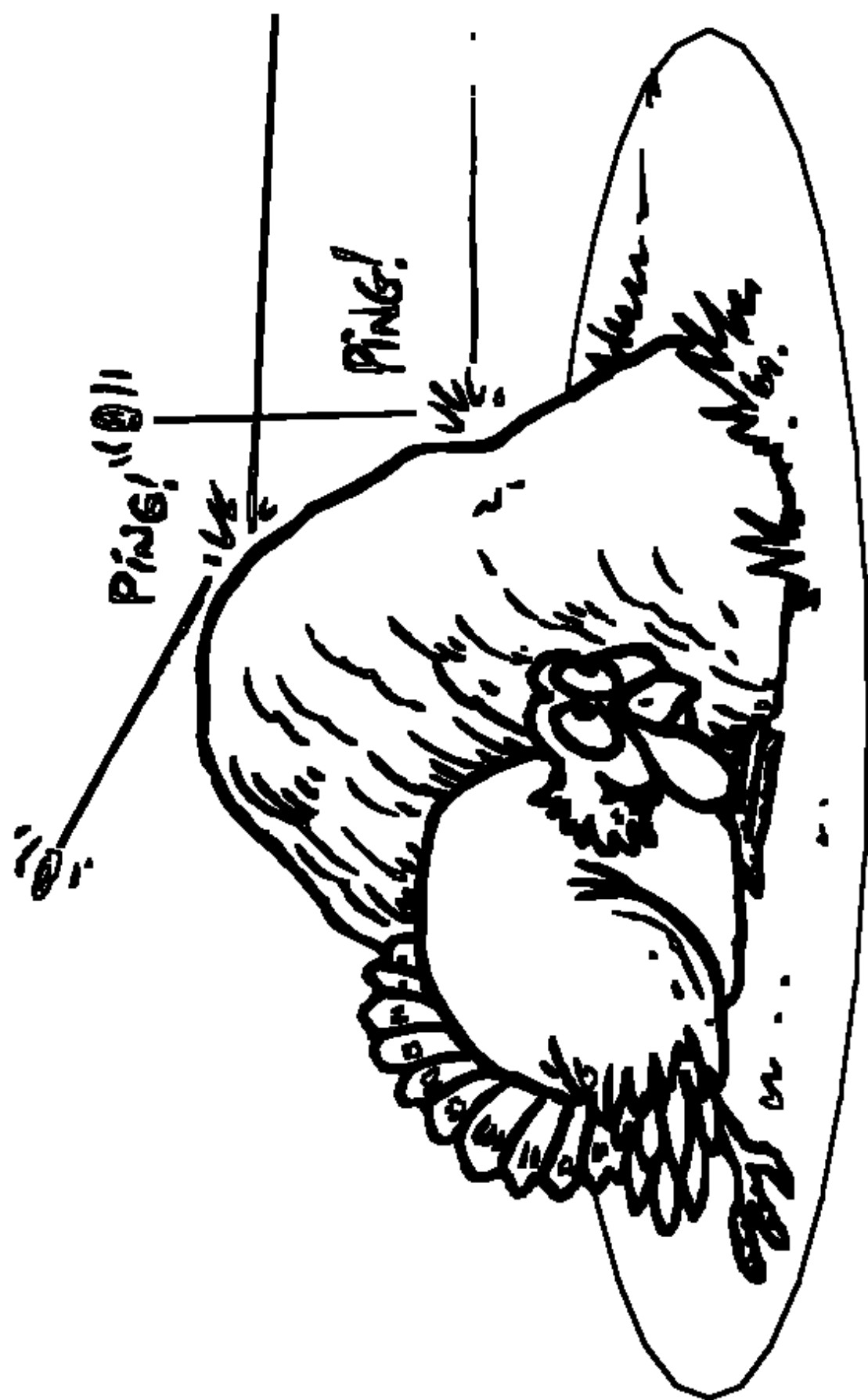


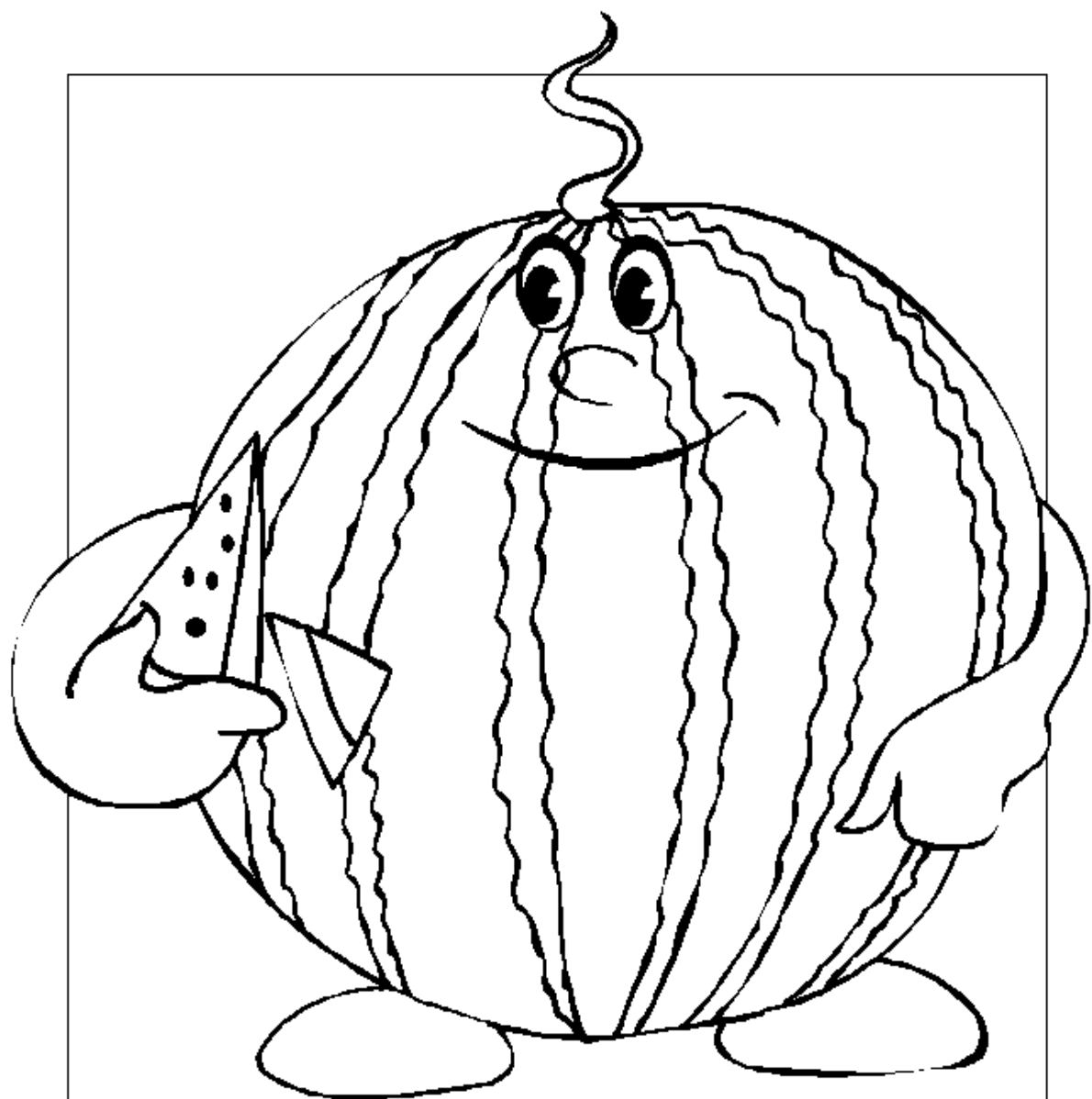
Let us give thanks.







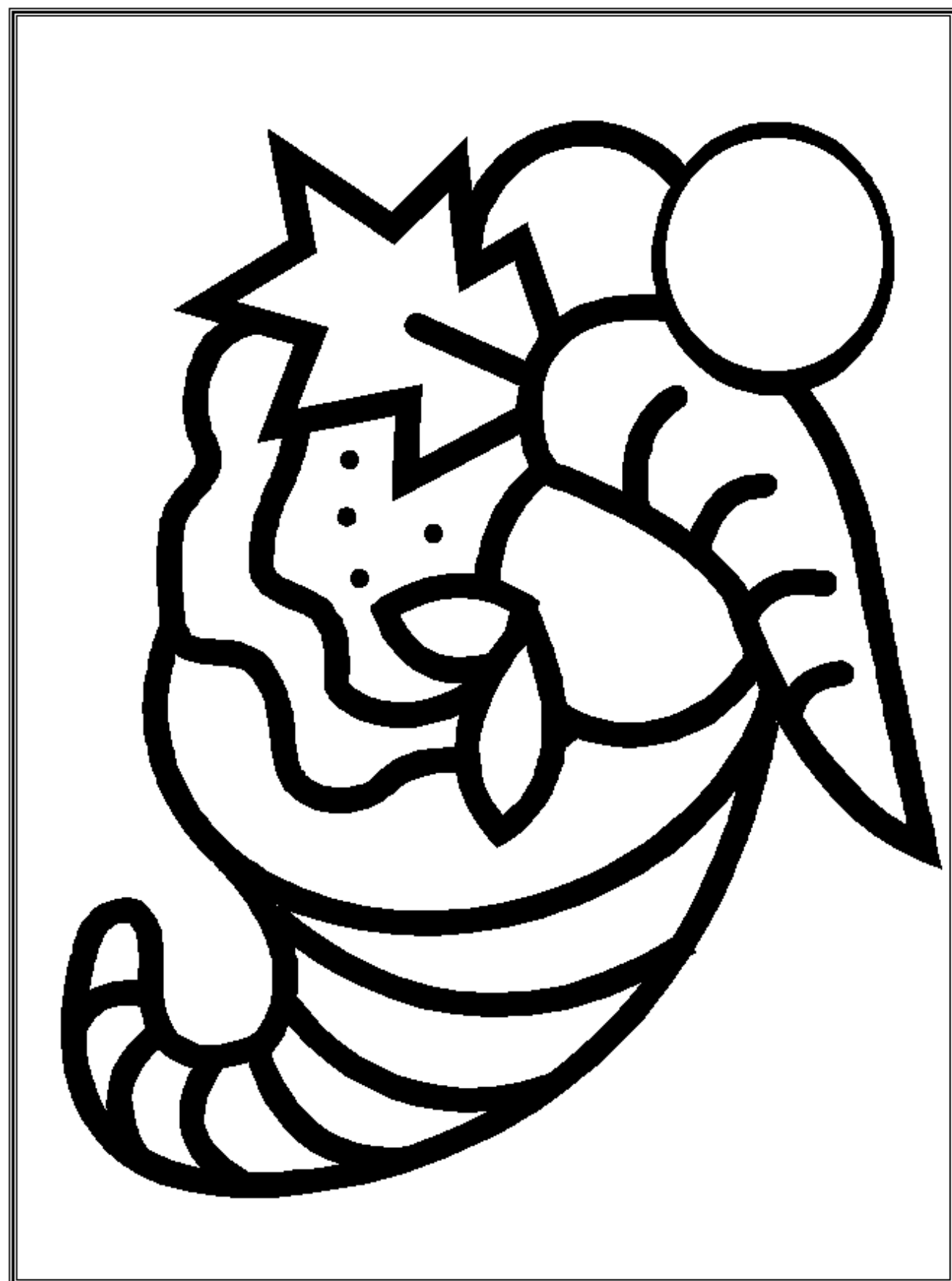


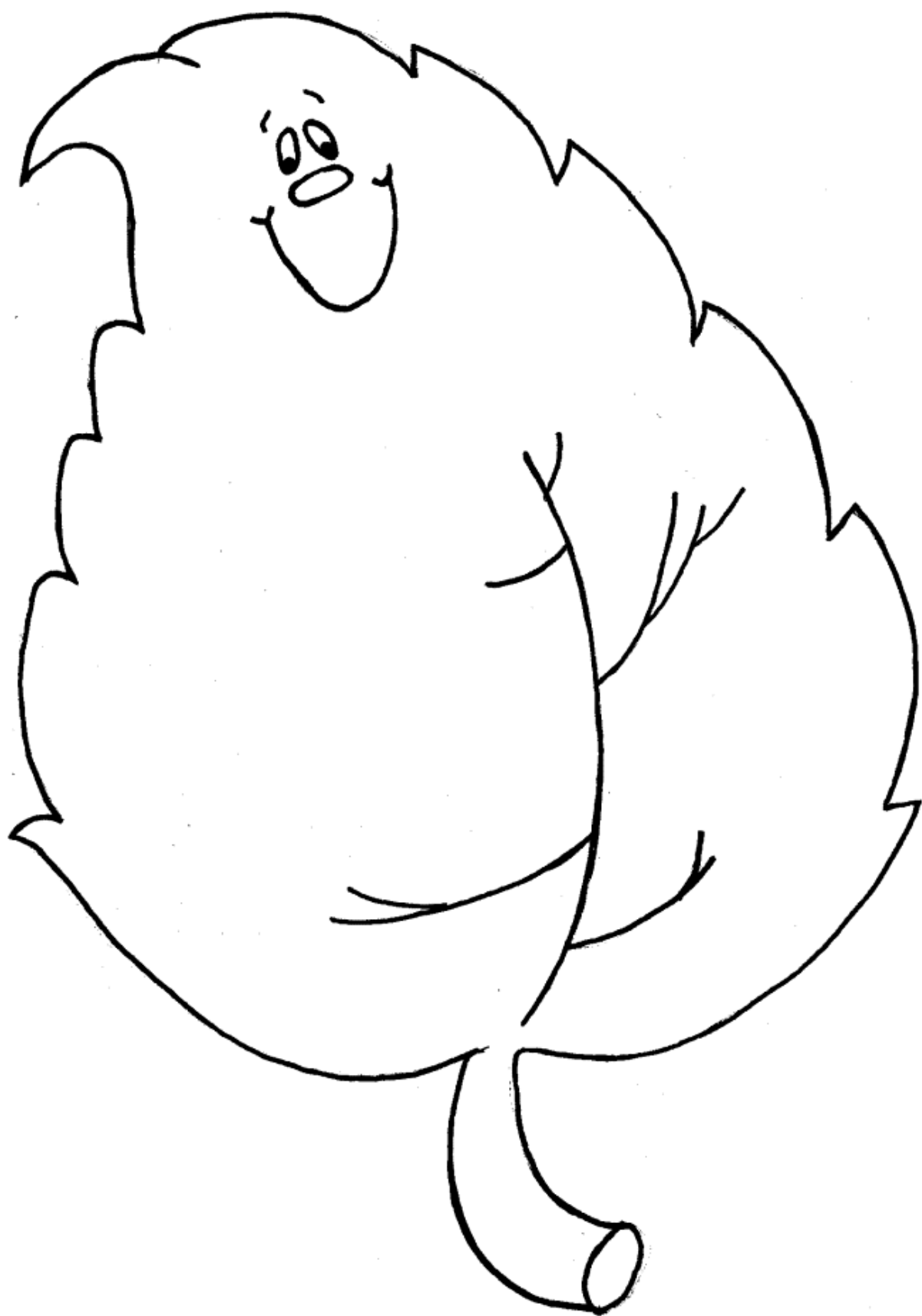


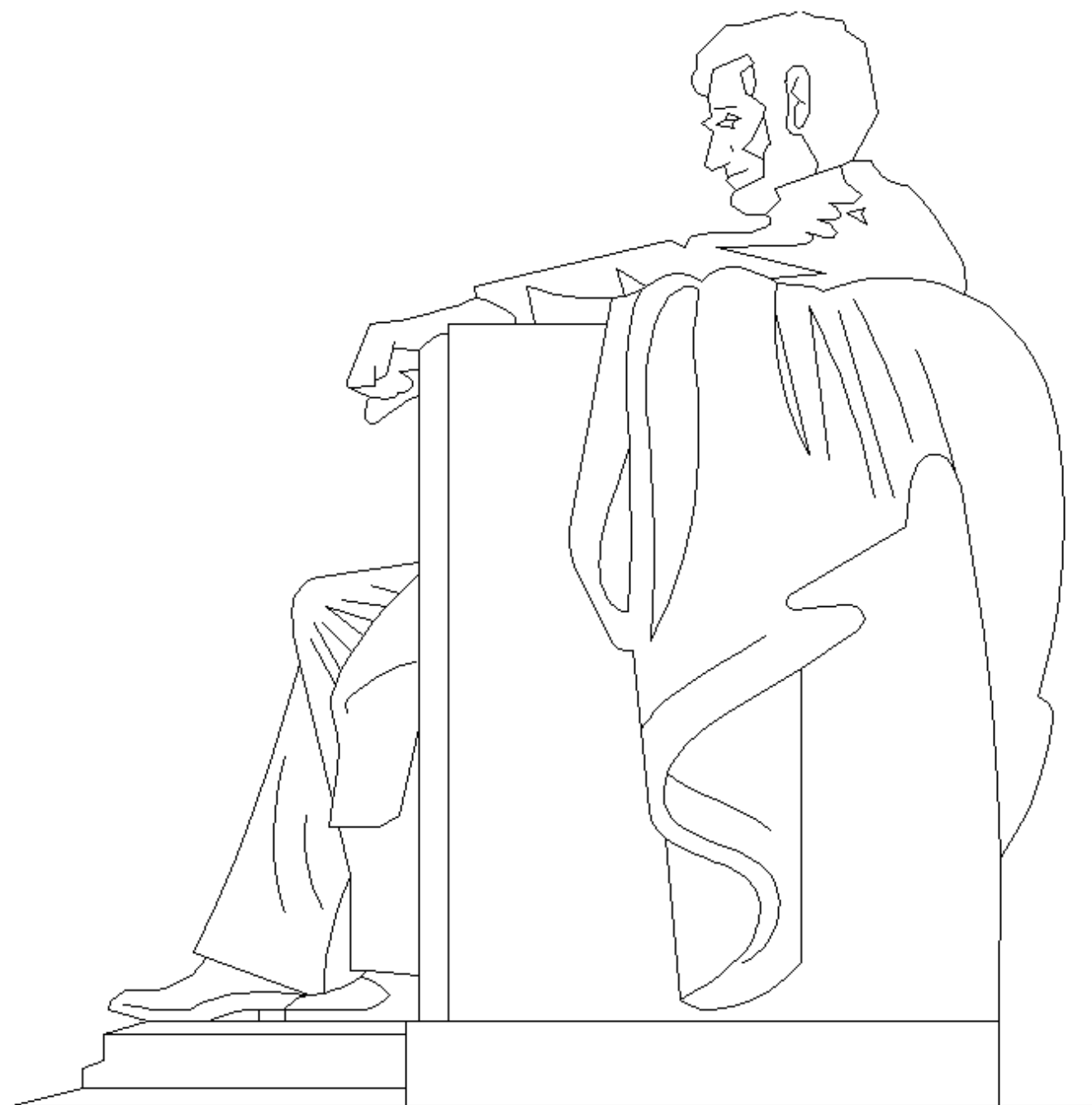
Ww is for
Watermelon



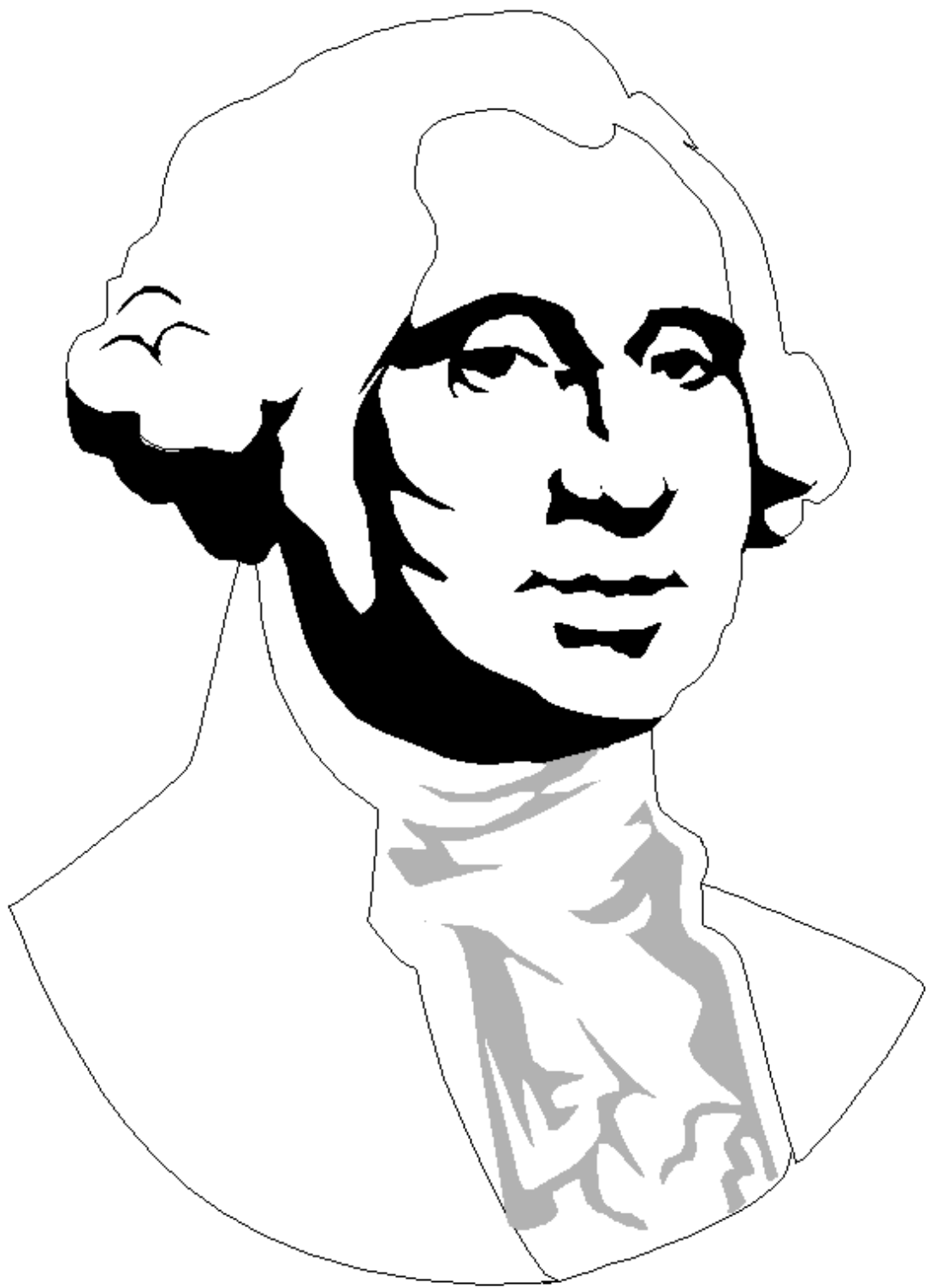
- 1 - red
- 2 - light blue
- 3 - orange
- 4 - gold
- 5 - yellow



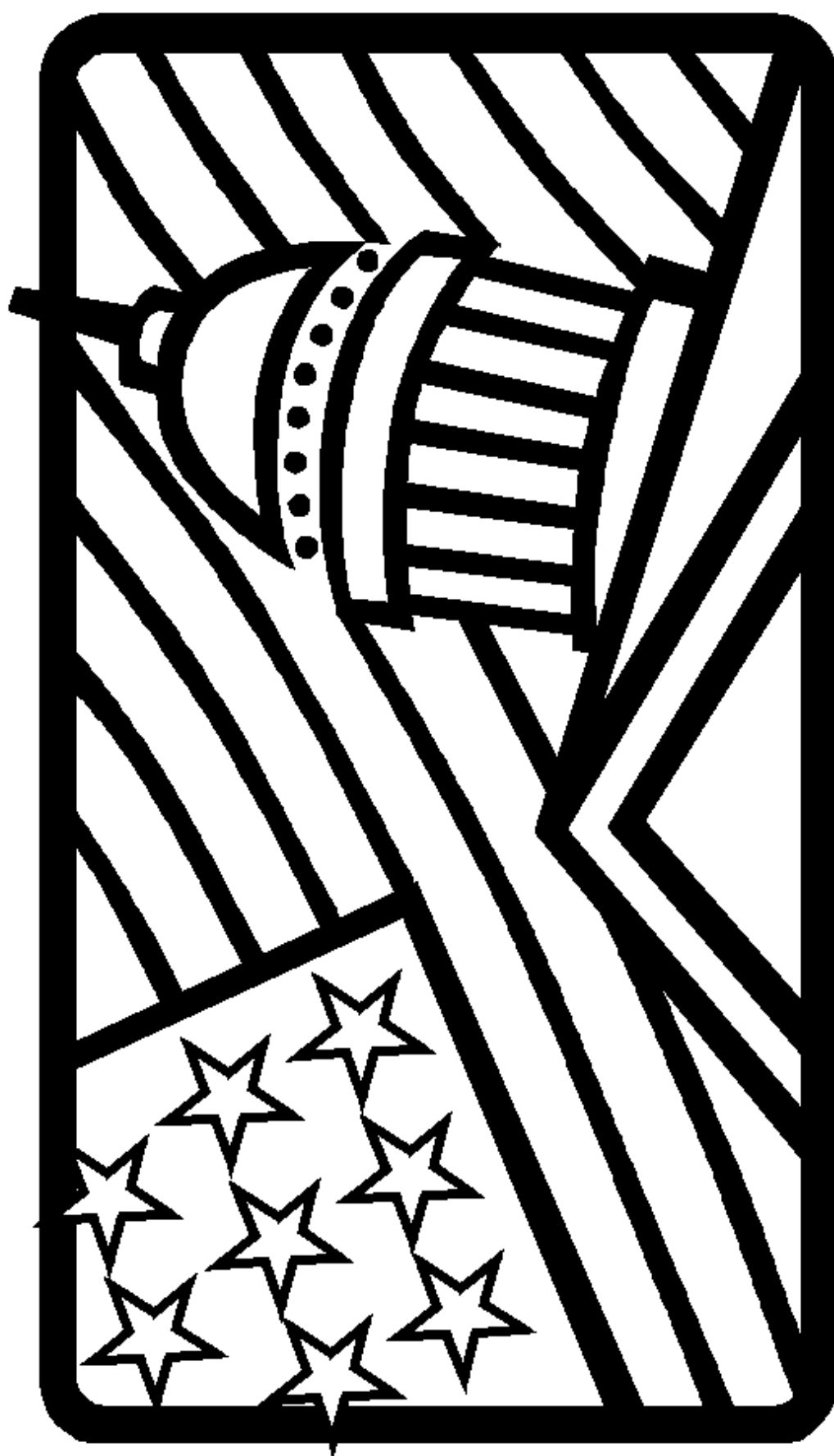


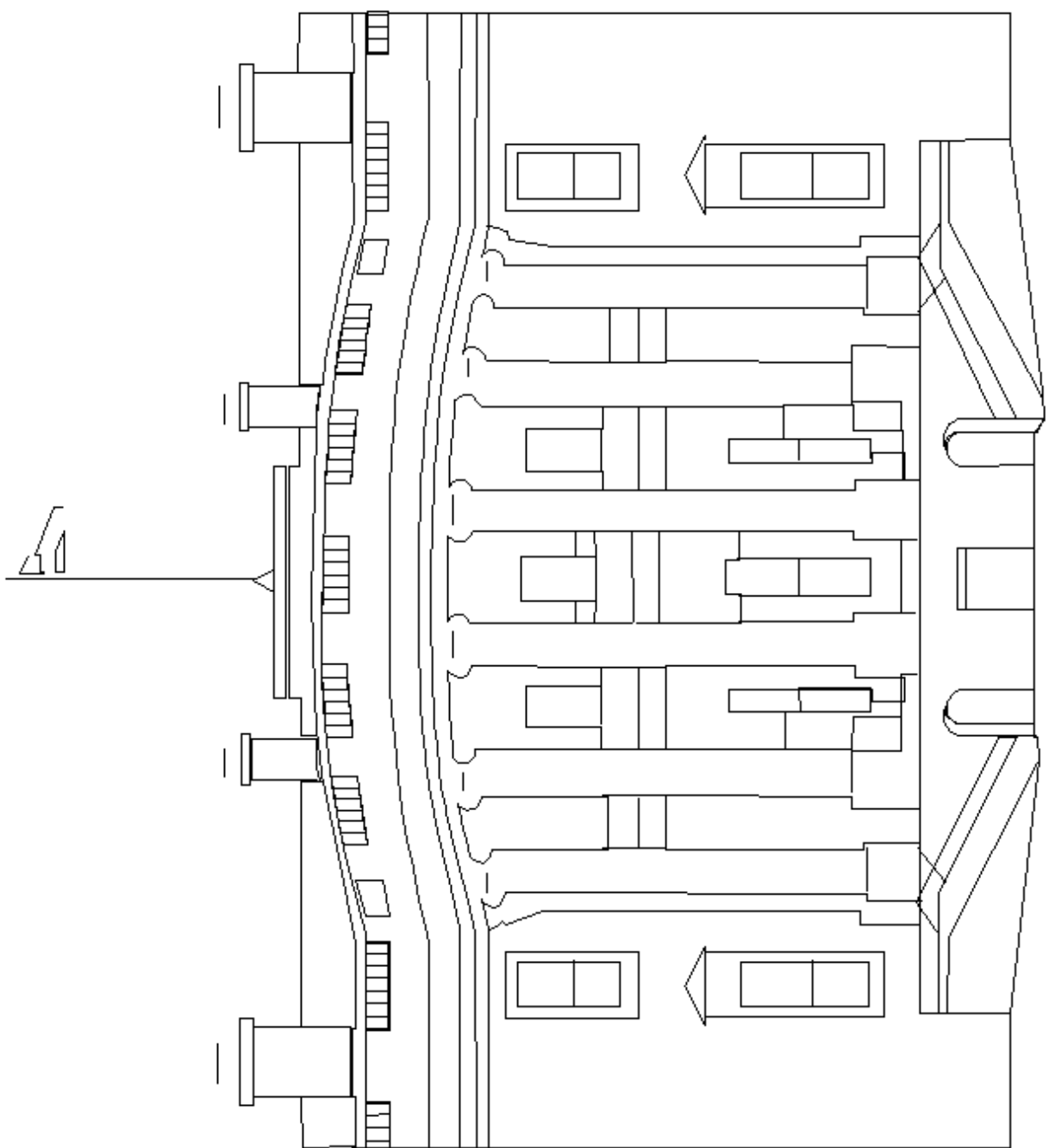


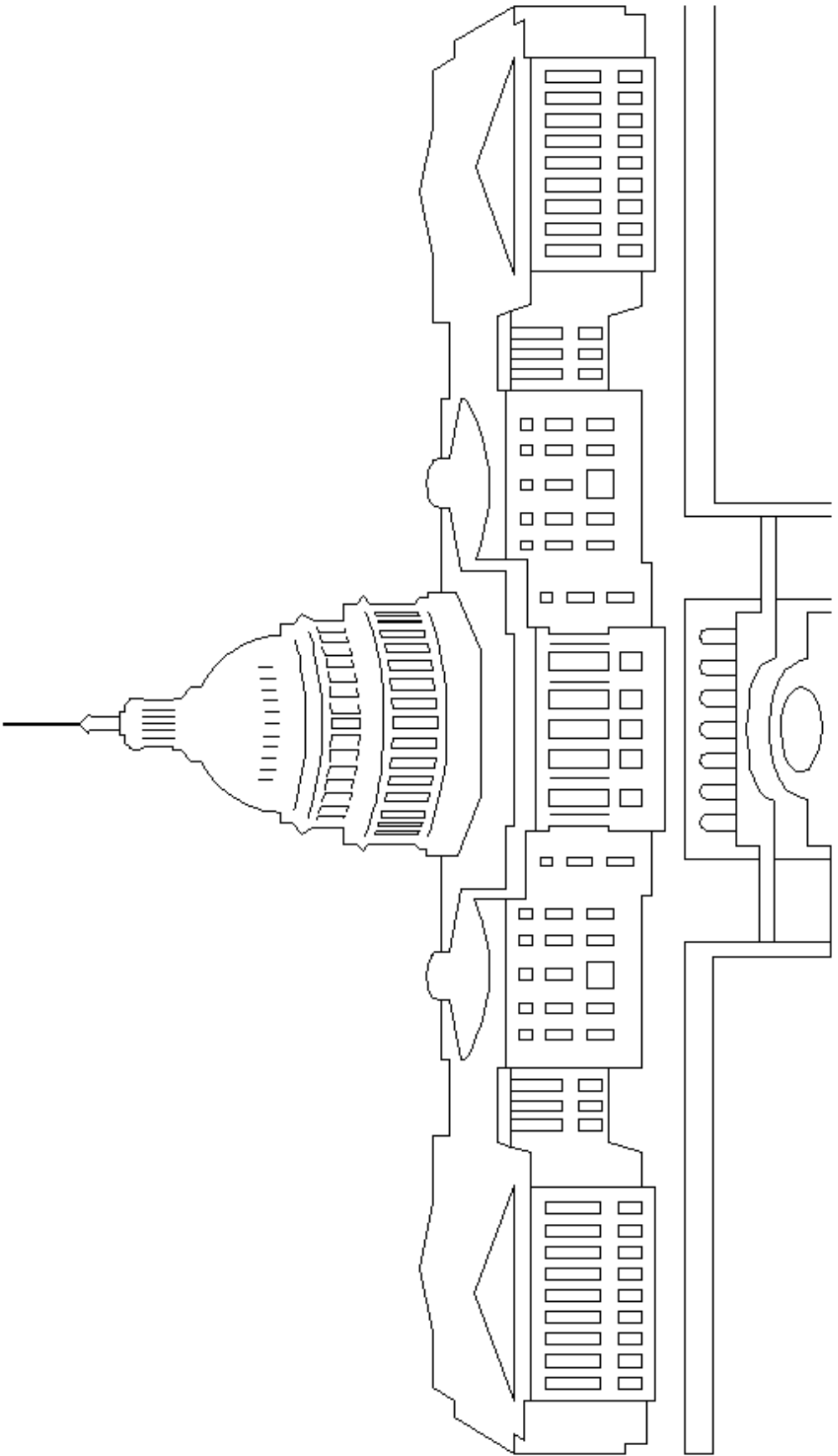
Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.



George Washington

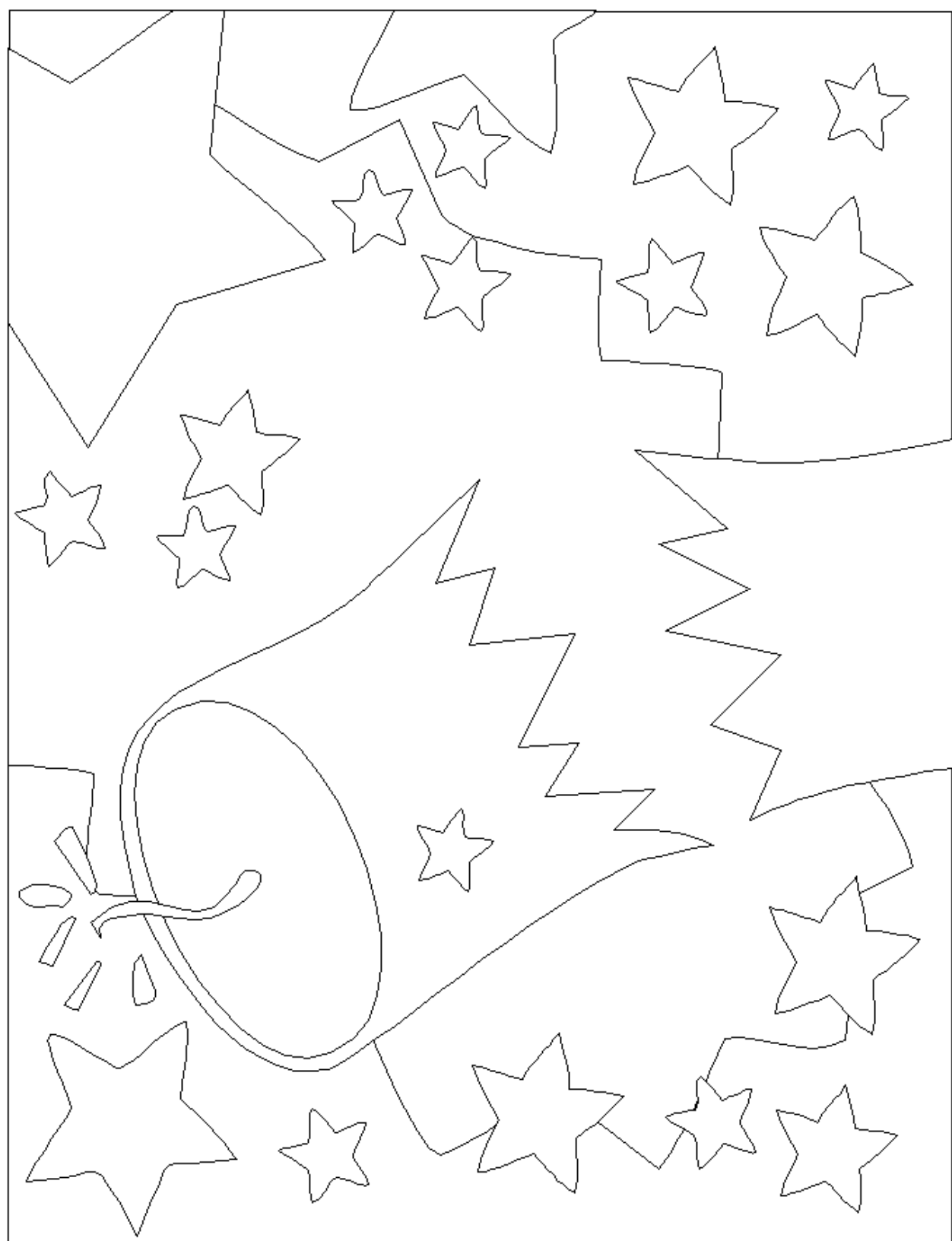




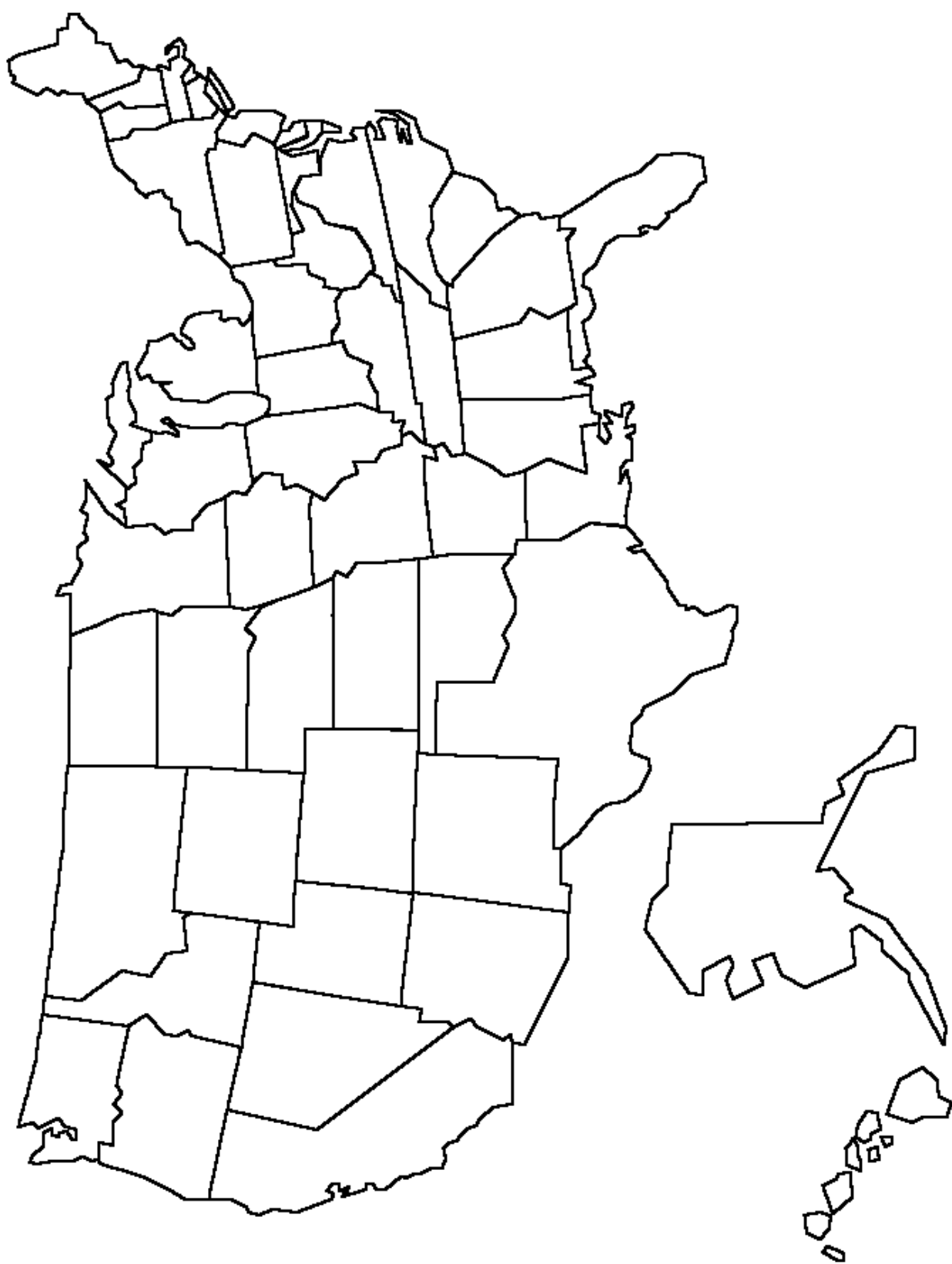


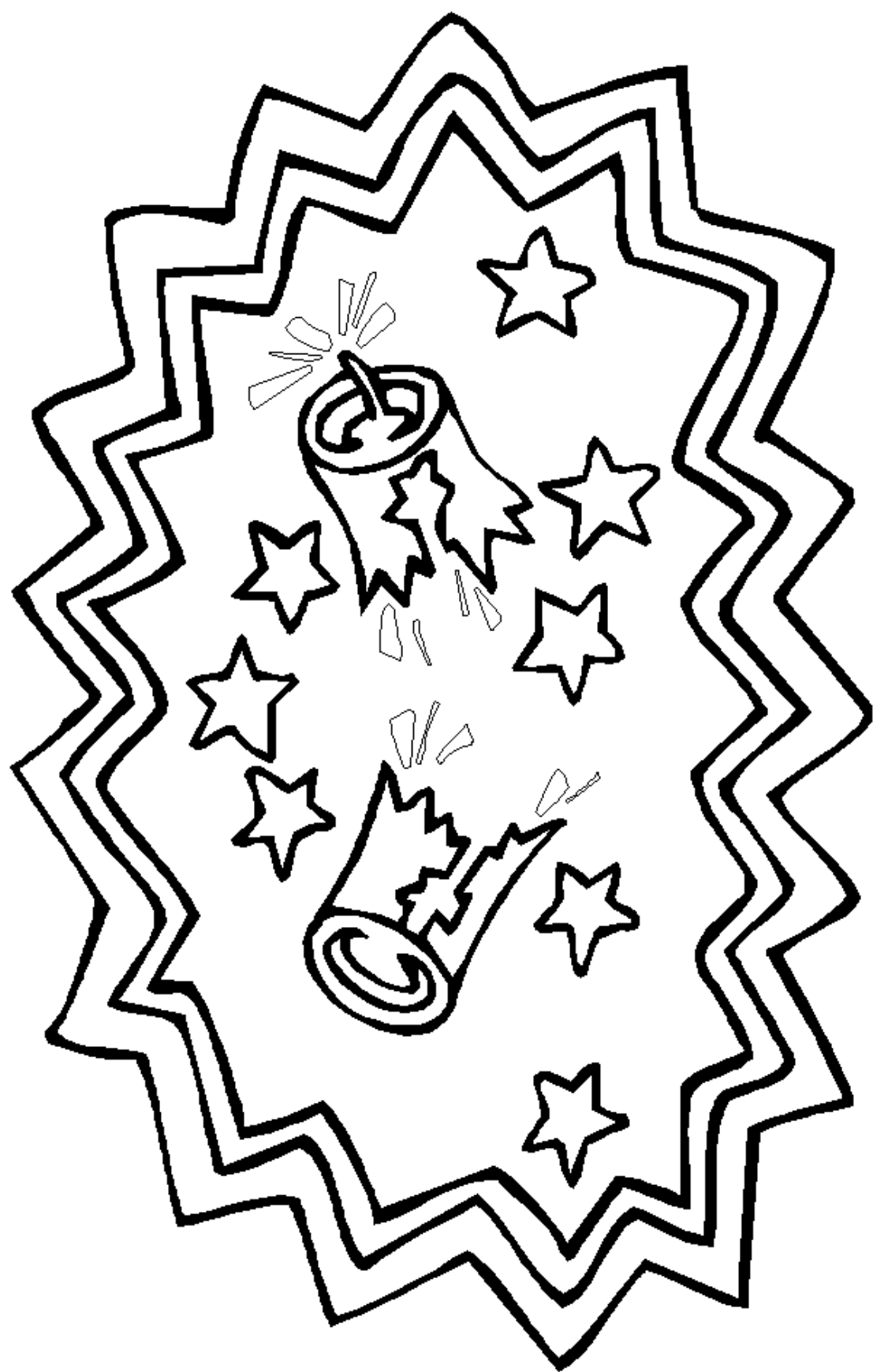


I cannot tell a lie...

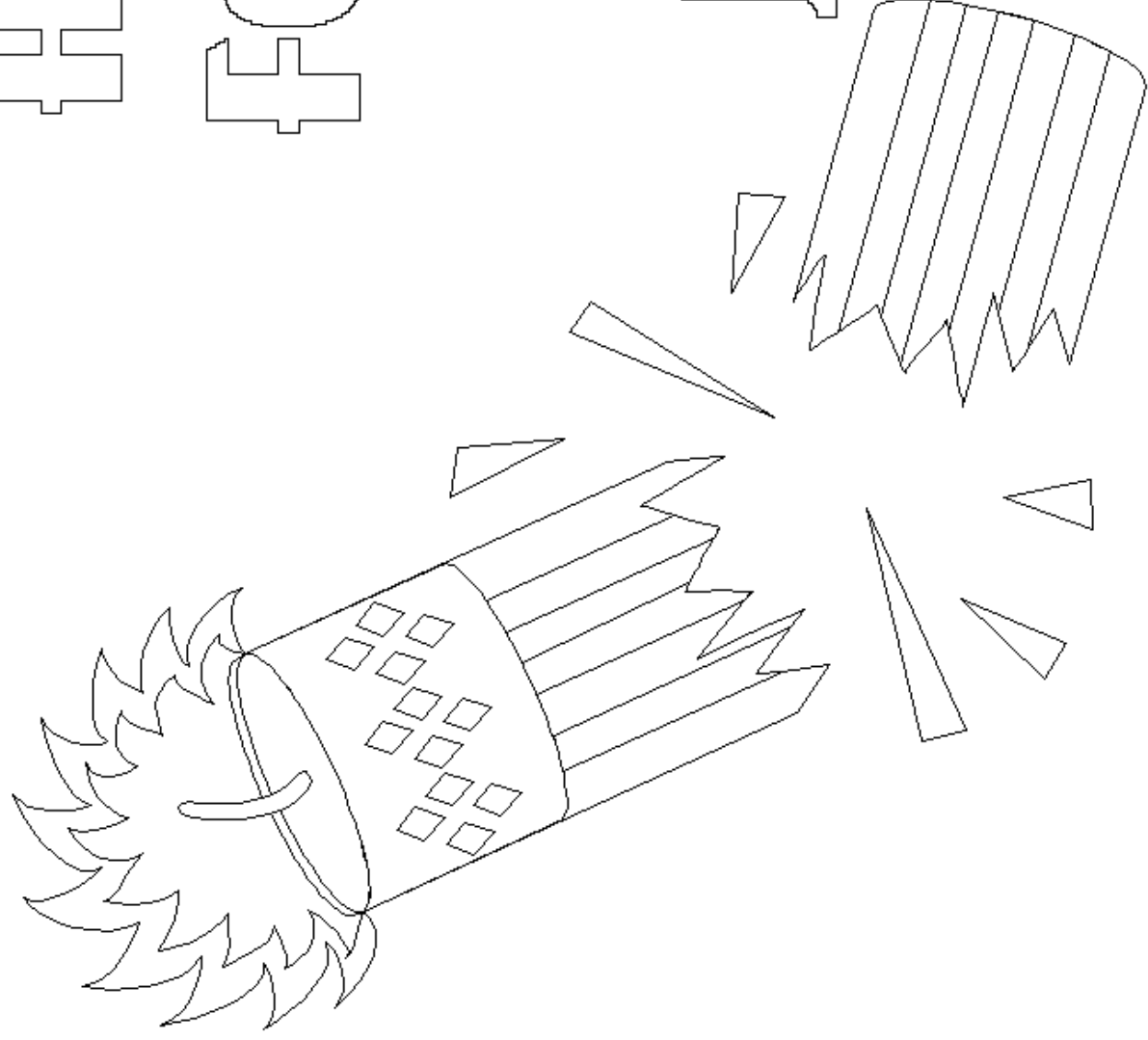


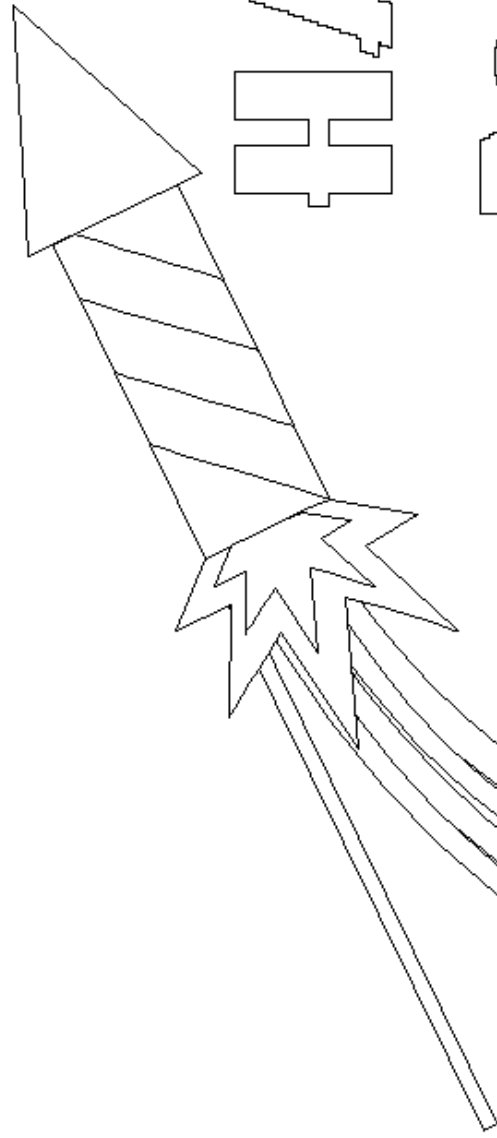




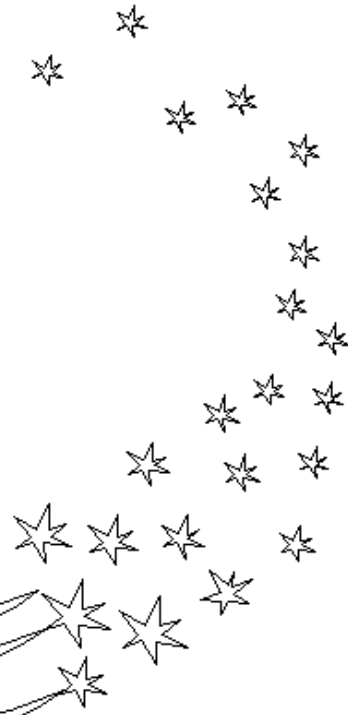


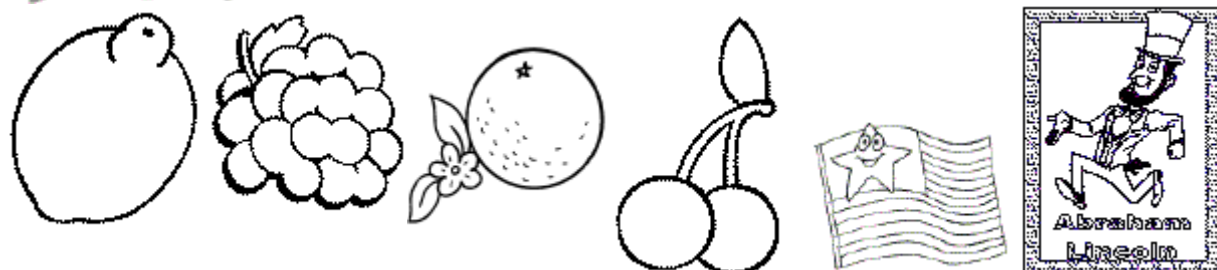
HAPPY
FOURTH
OF
JULY!





HAPPY
FOURTH
OF
JULY!





RESOURCES

- **Florida Citrus Commission, Lakeland FL**
- **Mealtime Sampler, DFNCs, 5340 W. Fayetteville Road, Atlanta, GA 30349**
- **Quality Measures for Georgia's School Nutrition Program**
- **Menu Design Participant Workbook, Summer School Food Service Manager Workshop, Alabama State Department of Education, Child Nutrition Programs, 1992**
- **The Mechanics of the Bulletin Board, Division of Recognition and Special Events, Kentucky Department of Education**
- **National Dairy Council, Rosemont, IL 60018-5616**

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